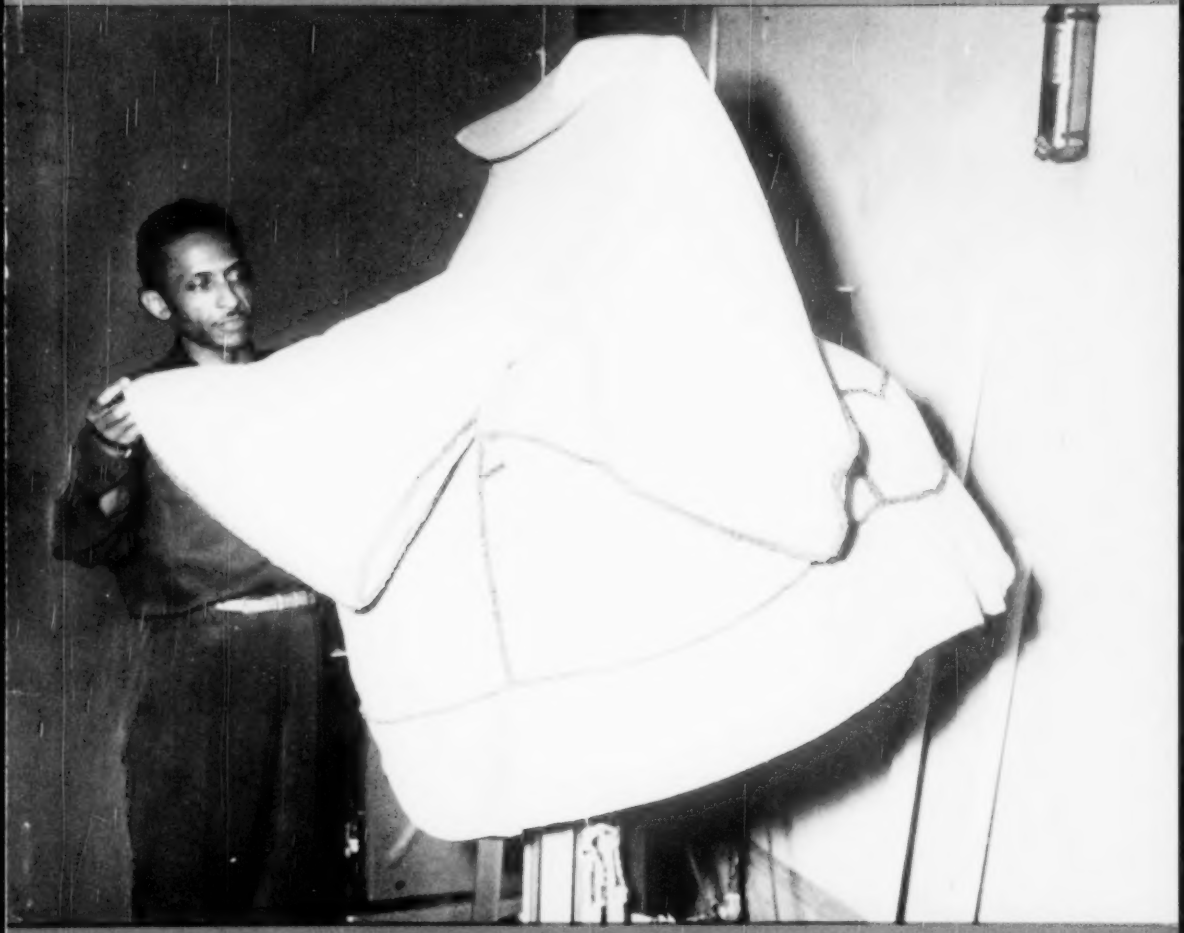
The National CLEANER & DYER

MAY, 1950



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ABOVE: Short section of wooden handrail converts steam-air garment form into steaming unit for slipcovers. See story from Arthur Jackson Cleaning Service, Bronxville, New York, on page 40

Here's a practical way to reduce your solvent recovery costs

YOU CAN USE your solvent over and over again with minimum waste or loss . . . cutting your solvent costs to the bone . . . when you filter with Hyflo*, the original high speed filter powder.

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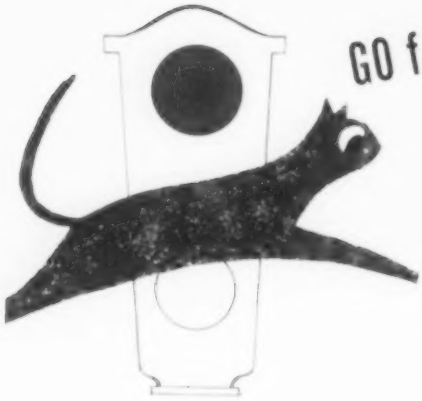

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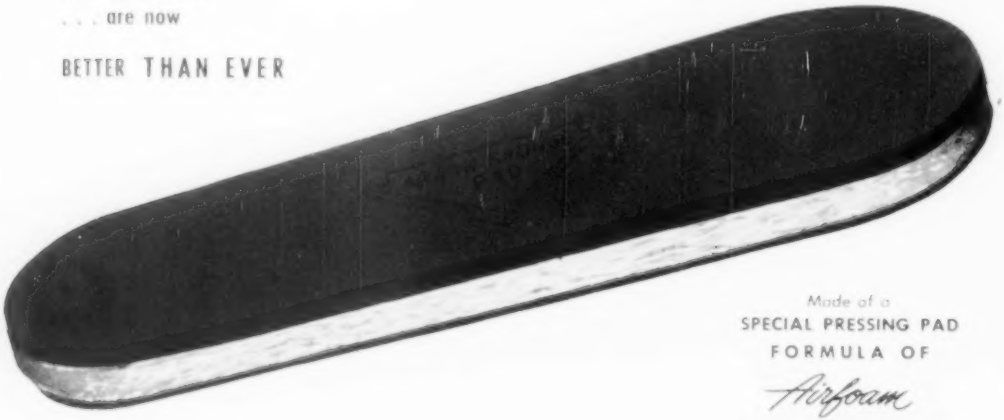

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National CLEANER and DYER

VOL. 41 MAY, 1950 NO. 5

It was a distinct shock to hear that another signature public servant in the drycleaning industry had suddenly slipped from the scene when Victor L. Keys died recently in Columbus, Ohio. Vic had been secretary of the Ohio State Association of Dyers and Cleaners longer than we have been connected with the industry. We mark him for promotion to a prominent future.

In a way, he always will be a permanent fixture, because Vic was the prototype of many state association executives in our drycleaning industry. With labor turmoil and threatened legislative restrictions, drycleaners in every state will soon be looking for men like Vic to represent and guide them.

VIC KEYS, PIONEER

Vic Keys was tough and fair, learned, a realist with high ideals, a compromiser with men but not with principles. His best thing, we can say for him, was that Vic Keys made a lot of enemies in his lifetime—and was most of them back as staunch friends and admirers.

Ohio has been fortunate in the number of public-spirited drycleaners serving as executives, but without a secretary of Vic's caliber to synchronize their efforts much of their effectiveness would have been lost. State conventions in Ohio have always been a tribute to his organizational ability.

* * *

Vic was adept at getting men to take active part in association activities. He had no use for nurses who hung on the sidelines yelping about what the association or any other group should do, without contributing his own fair share of work and experience.

But Vic's greatest disdain was reserved for a man who didn't bother to vote on matter of what the purpose of the ballot. Many a time he has told a group of drycleaners: "If you don't turn out and vote, and you get a kick in the pants, you'll deserve it!"

Which leads us to grind out our sermon this month, just as Vic has done. As drycleaners and as American citizens we are in a critical year. Neither overzealous tolerance nor despair has a place in our democratic processes. We must make our votes count in association work and politically, either to make sure we win, or to make sure the victors are aware of our strength.

W.R.P.

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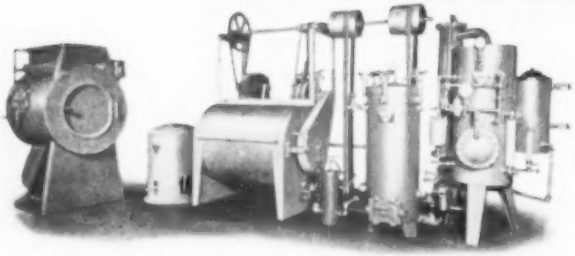

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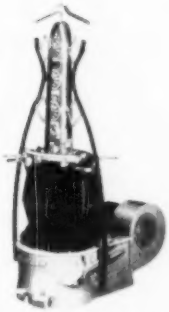

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LETTERS to the editor

New Dyeing Methods

Dear Editor:

I assume that your short article upon page 18 in the February issue—"New 'Atomic' Dyeing Process"—actually refers to the treatment of synthetic fibers.

You do not state this specifically but since it can hardly be said that the dyeing of natural fibers—cotton, wool, pure silk, etc—merely *coats* the fibers, I take it that the method outlined has been introduced for the synthetics.

This may be something new but of course the principle of developing upon fabrics—preferably fine materials—is not exactly new. In this respect, I purchased Swiss handkerchiefs this last Christmas season that had every appearance of being very fine colored lace whereas, in fact, they were plain squares with the original fine lace developed upon that fabric. That they wash and wash and withstand domestic ironing is beyond doubt as this household has since proved.

Incidentally, is there anyone amongst your readers who would like to send me their cast-off drycleaning and dyeing posters for the shops in exchange for the regular English drycleaning journals, please?

85, College Road
Isleworth, Middlesex, England — F. R. LEADBETTER

So far as we know, the "atomic" dyeing process is still in the experimental stage. The item was published only because of the magic word "atomic"! Editor

Those Engineers Again

Dear Editor:

It was rather amusing to me to read an article in the October issue, under Letters to the Editor, "Sales Engineer Racketeer."

It appears that this man was after a magician, for he says that one of these engineers went on a truck to solicit business and came back with two orders, and the driver he laid off always had not less than 25 to 30 orders.

I have done a lot of solicitation in this business, over my twenty-some odd years, and let me tell this man that no one can go out for the first time and do any better. It must be followed up week after week with the same people, before you can begin to figure results. Soon as they begin to know of your persistence you find yourself getting business. That's how everyone builds a profitable route. It takes hard work—not one trip on a truck. What does this man expect? Like to see him do any better!

I am not holding up for any of these engineers. In fact, I would not consider them to handle any of my business nor pay any one $16 an hour for commonsense . . . that any one can do with enough business ability even to run a plant. It's getting the right men on the trucks. For $16 an hour I think the very best salesman could have been put on and done the trick over the same period of time with half the trouble. This phone business is whooey. It takes personal contact—persistence—regularly—not one-time trips.

Philadelphia, Pa. — L. GOLDSMITH

That's What It's For!

Dear Editor:

I am a subscriber to THE NATIONAL CLEANER & DYER. In the cleaning and tailoring business for myself, I have found your February 1950 Guidebook Issue for the Drycleaning Industry a priceless asset to my business, and what's more important, to my plans for the future. In fact, for quick fingertip reference, I have tabulated the Guidebook section.

I intend to incorporate many of the features discussed in the Guidebook issues in my plans for the future—to expand and build and grow with an up-and-coming suburban community in which I am located.

Buffalo, New York — ANTHONY and ANGELA BONANDUCCI

Oops, Sorry!

Dear Editor:

Is Bellew slipping or am I? If there's any point to the convention cartoon in your April issue, I don't get it!

Washington, D. C. — ROBERT FISHER

We could pass it off as a new strapless style for men but as a matter of fact the caption got lost somewhere between the editorial office and the printer. For the sake of our baffled readers and Lou's reputation, we're reprinting the cartoon—this time *with* the caption.—Editor

The treasurer will now make his annual report.

BILL CAPLAN demonstrates the EXCELSIOR *"One Unit"* Method of finishing SPORT SHIRTS faster, easier . . . and at a PROFIT

EXCELSIOR'S One-Operator Finishing System is the Answer

Bill Caplan, President of Excelsior, shows you how it's done. The sleeves of dry cleaned sport shirts are steamed and pressed on the hog-back sleever, and the shoulders are finished on the shoulder puffer. The collar and the top section of the sport shirt up to and including the pocket flap are steamed and pressed on the mushroom fabric head. The remainder of the sport shirt is finished in successive lays on the Offset Finisher. When finishing wet cleaned sport shirts, the sleeves, collar, and top section of the sport shirt up to and including the pocket flap are finished with the steam iron. The balance of the shirt is finished in successive lays on the Offset Finisher. This simple Excelsior one-unit method not only builds profits, but gives a job of hand-finished quality. Write for demonstration in your area.

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P*ayload L*eaders The rugged construction and all-around economy of Chevrolet P·L trucks cut operating and repair costs—let you deliver the goods with real reductions in cost per ton per mile.

P*rice L*eaders From low selling price to high resale value, you're money ahead with Chevrolet trucks. Chevrolet's rock-bottom initial cost—outstandingly low cost of operation and upkeep—and high trade-in value, all add up to the lowest price for you.

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RSR REMOVES ALL TYPES OF ALBUMINOUS SPOTS
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ALL garments to be wet cleaned should be put right into an *RSR* Bath . . . Thus any hard-set albuminous* stains will be made water soluble and flush out completely in wet cleaning . . . and no re-handling will be necessary.

The *RSR* way insures a quick trip through the Wet Cleaning Dept. . . . It's the sure way for better work, in less time and at lower cost per garment.

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SIGNS of the times

Standard Sizes for Sport Shirts: Most drycleaners have received complaints of shrinkage on sport shirts which have no marked neck-band size but are sold only as S (small), M (medium), ML (medium large) or L (large). The question arises as to what a shirt marked M measured originally, and neither customer nor cleaner knows the answer.

A booklet published by the U. S. Department of Commerce provides a partial solution to this problem. It gives minimum standard measurements for sport shirts marked S or M or L, and also lists shirt manufacturers who have volunteered to comply with those standards. The booklet provides a guide which should prove useful in many cases of shrinkage complaints on this type of garment.

The book, "Men's Sport Shirt Sizes—Woven Fabrics," Commercial Standard CS128-49, is available for five cents from the Superintendent of Documents, U. S. Government Printing Office, Washington 25, D. C.

# #

Successful Fabrics Course: A large attendance comprising employees of drycleaning and laundry plants, retail store employees, and fashion and textile students has registered for the course in "Fabrics for the Fifties" being presented at Long Beach (California) City College. The free course is sponsored by the Professional Laundry Institute of Long Beach and presented by the college. Instructors include Daniel E. Kreitzer, sales manager of Patek & Co., which published the textbooks; Clarence G. Pierce, manager of the West Coast branch of the National Institute of Cleaning and Dyeing, and a technical representative of Wyandotte Chemicals Corporation.

The presentation of the course was spurred by the success of the AIL Sales Training Course given under the same auspices the previous year, for which a nominal fee was charged.

# #

Oklahoma Cleaners Defend Law: The supreme court of Oklahoma has granted permission to the Oklahoma Association of Cleaners and Dyers to help the state defend the price-fixing statute of the drycleaning law. The statute is under attack in a suit brought by a plant-owner to keep the state board from forcing him to increase his prices to the required minimum. The cleaner's suit is to be tried by the supreme court on appeal from a district court denying his request.

# #

Permanent Pleats: Drycleaners who have customers who "sew their own" will soon be receiving dresses made of a well publicized permanently pleated nylon-and-acetate fabric. The fabric, known as "Perma Pleat" and produced by Hanora Fabrics Co., has been tested for drycleaning by a commercial testing laboratory, and found to be practically unaffected by repeated drycleanings. It can also be wetcleaned but the pleats are not as durable to wetcleaning as to drycleaning.

More Fire Regulations: Establishment of a new fire safety code in Montgomery County, Maryland, revealed that half of the county's drycleaning establishments do not meet standards. According to the county fire marshal, many cleaning plants were found to lack proper electric wiring, cleaning equipment was not grounded, many plants did not have overflow pipes or outlets on their washers. Places found in violation of the new code will be warned and given time to meet the standards.

The city council of Phoenix, Arizona, ordered additional study of a proposed ordinance establishing fire safety regulations for drycleaning establishments. Cleaning plants had been previously regulated under the city building code until a revision eliminated that part of the regulations and recommended placing cleaning plants and equipment under jurisdiction of the fire department. Objections to the code were raised on various grounds. Drycleaners subject to the code would no doubt concur with the mayor's objection to the length of the 18-page document.

# #

Public Service by Drycleaner: In the April 10 issue of *Life*, Stanford Saper, drycleaner of Kansas City, Missouri, is credited with organizing a Citizens School Committee that initiated a citywide drive to increase the school tax levy to provide a full 40-week school term instead of the current 34-week term.

# #

Cleaners Display "New" Clothing: Undeterred by the fact that a drycleaner has no merchandise to sell, Southside Cleaners of Moberly, Missouri, had several entries in a local Merchandise Show. The cleaner's exhibits were articles of often-cleaned clothing that looked like new. Among the garments, lent by contented customers, were a net formal, a frilly white blouse and a man's suit. The drycleaner also seized the occasion to demonstrate waterproofing and pass out mothproofing information.

# #

Indians Learn Drycleaning: A complete course in drycleaning is available to Indian boys receiving vocational training at the Chilocco (Oklahoma) Indian Agricultural School. Students are taught all phases of the industry in a completely equipped plant. The instructor is Mrs. Betty Hollowell, holder of an M.S. degree in textiles and clothing from Oklahoma A. & M.

# #

New Gas Fading Tests: The Research Subcommittee on Atmospheric Fading of the American Association of Textile Chemists and Colorists has undertaken to evaluate a new type of atmospheric-fading testing apparatus. The new apparatus, which has been in successful use for a year, reproduces the equivalent of one AATCC unit of fading in a test cycle of 4 to 10 minutes as

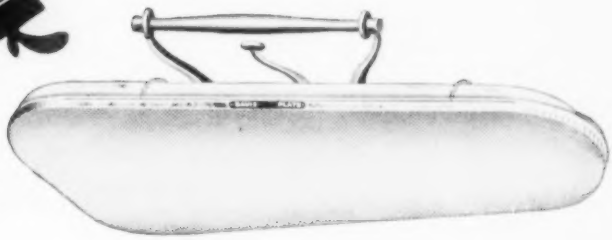
Your Customers are your best advertisements

when you press their garments "like new"

with **DAVIS**

fabric-renewing

PRESS PLATES



The burred surface restores the original mill finish to the cloth

Your customer's pride in his appearance reflects itself in your cash register. Press his garments to look like new and he'll come back for more, bringing his friends with him. All it takes is a good press and a Davis fabric-renewing Press Plate. The secret is in the patented burred surface of the plate, which lifts the nap as it presses, and preserves the fine tailoring in the garment to show off the fabric to best advantage.

Your customer's good will is not the only way in which you profit when you use Davis Press Plates, because the faster-heating, faster-drying aluminum presses more garments per operator per hour, quickly repaying in increased production alone the low cost of the plate. Switch to Davis fabric-renewing Press Plates today—it pays!

Hoffman XC05, 07, Pantex 45, New York 42 and other 36" to 46" models..$13.50
Mushroom..$10 47" to 54"..$17.50

Order from your supplier today

Davis SPECIALTIES, INC.

Manufacturers · Chicago 24

When writing to advertisers please mention The NATIONAL CLEANER & DYER

against the 6 to 15 hours required by the present test.

Members of the committee are Herbert G. Scull, chairman, A. M. Tenney Associates, Inc.; Mrs. W. N. Pardey, secretary, General Dyestuff Corporation; Robert Burns, Celanese Corporation of America; Norman B. Gobeil, J. P. Stevens Company; James Greer, Burlington Mills Corporation; and William Masterson, Better Fabrics Bureau.

= =

Veteran Trainees Decline: The Veterans Adminstration discloses that the number of veterans learning drycleaning and laundry trades in schools and on the job under the GI Bill has dropped by nearly 50 percent over the past three years. However, in spite of the drop in trainees, classroom enrollments in these subjects rose from 346 in 1947 to a high of 1,406 in 1949. There has also been a comparable drop in the number of trainees in other occupations.

= =

Better Business Bureau Meeting: About 122 persons, including representatives of 20 drycleaning firms and 11 retail stores, attended a dinner meeting of the Better Business Bureau of Columbus, Ohio, held January 25. The featured speaker, Dr. Jules Labarthe of Mellon Institute, urged retail buyers to report to manufacturers all cases where complaints indicated merchandise that could not give reasonable service. Referring to the fact often cited by manufacturers that they have received only one complaint about hundreds of identical garments, Dr. Labarthe pointed out that more harm can be done to retail stores, drycleaners or laundries by the purchasers who do not return the article than by the one who does.

= =

Larger Training Classes Asked: At a recent meeting the advisory committee on the two-year cleaning and spotting course given at the Los Angeles Trade-Technical Junior College recommended enlargement of the classes to fill the continuing demand for trained workers in the industry.

According to the committee, the industry is still very much in need of capable workers, and it was felt that at least 20 additional students should be admitted to the courses.

The committee also expressed appreciation to Mrs. Adele Markley, spotting and pressing instructor, who retired recently after over 20 years with the school.

Industry members of the committee include Frank W. Evans, Unique Cleaners and Dyers; Buds Henry, Blue Ribbon Cleaners, and Lincoln Heyes, Fanset Dye Works.

= =

Customer Relations Meeting: At a recent meeting of the Board of Trade Customer Relations Committee of Wooster, Ohio, one of the principal subjects of discussion was garment damage caused by deodorants. Drycleaners present offered recommendations for safe use of deodorants. The question of unserviceable belts was also taken up.

Under a recently launched program, merchants of Wooster will furnish samples of fabrics new on the market to drycleaners for tests.

Drycleaning members of the Retail Division sub-committee are Paul Weitzel of Weitzel Dry Cleaning Company and Ray Crow of Ray Crow Cleaners.

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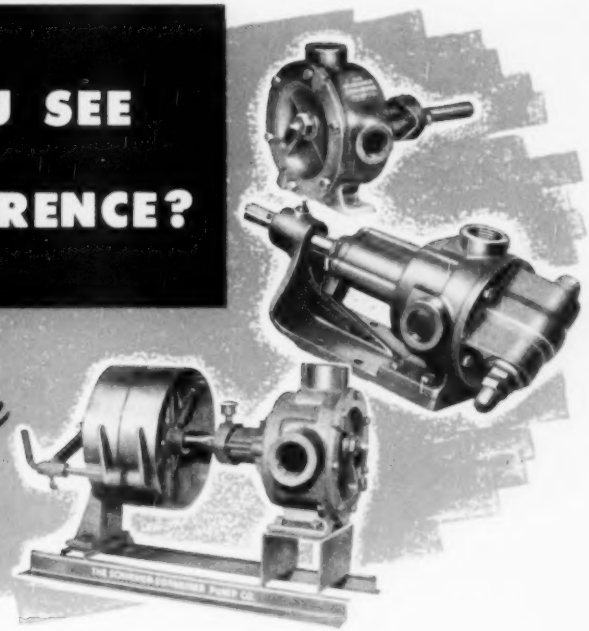
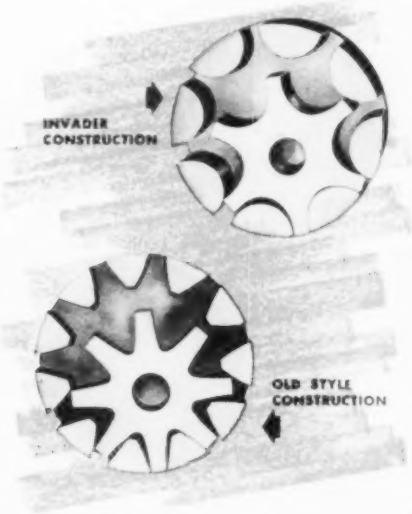
CAN YOU SEE THE DIFFERENCE?



Invader PUMPS

THESE *Invader* MODELS look a great deal like the rotary pumps you've been using. They have the same capacities—the same mountings—the same port arrangements—the same pipe sizes. They will fit your equipment with no expensive changes in piping or mounting. *Yet there IS a difference!*



HERE'S THE ANSWER . . .

If you look inside you will see that INVADER is an improved type of construction applied to an old and proven principle . . . a gear-within-a-gear rotary pump. The *positive seal* and *rolling contact* of this tooth design assure you of a pump service never before obtainable . . . less "down" time, fewer replacements and reduced power costs. Self priming . . . no pulsation . . . economical to operate. "Invader" Pumps embody the highest quality materials and workmanship, and are guaranteed to be free from defects.

ASK YOUR EQUIPMENT JOBBER OR WRITE FOR FULL INFORMATION AND PRICES

The SCHIRMER-DORNBIRER PUMP Co.
1719 EAST 39th STREET CLEVELAND 14, OHIO

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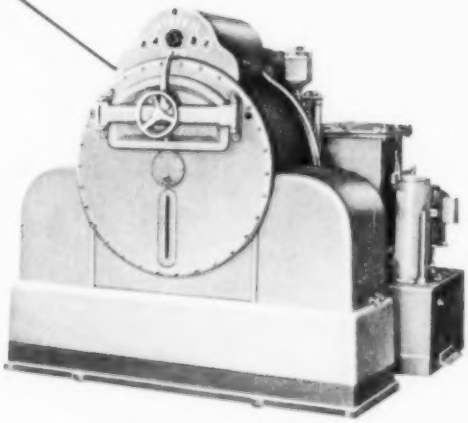
TUNE FOR

Bigger Drycleaning PROFITS

WITH THE DETREX PROCESS



THE DETREX REGENT

Higher quality and greater production—at less cost to you! That's how the completely automatic Detrex Synthetic Drycleaning Process brings more profits to your plant.

In quality, Detrex is unexcelled. Using the Synth-O-Saver in combination with the Regent or the Coronet, garments are left completely dry, fluffed, and free of odor and lint.

The Detrex Process is now available for any production requirement: the Regent cleans 120 lbs. per hour in 30 lb. loads; the Coronet, 72 lbs. per hour in 18 lb. loads.

Ask any owner about operating economy. Solvent costs average less than one cent per lb. of garments. The Detrex Process pays for itself quickly, starts adding to your profits immediately. With either the Regent or the Coronet—it's more volume and value per dollar invested.

DETREX CORPORATION • BOX 501, DETROIT 32, MICH.

The Biggest Name in Synthetic Solvent Units

DETREX DRYCLEANING *Process*

When writing to advertisers please mention The NATIONAL CLEANER & DYER

FUMOL MOTH PROTECTION

NOW 20% LOWER IN COST

this makes DEPENDABLE moth protection cost you less than ½¢ per garment!

Fumol, as always, means death to moths . . . and now the price has been lowered! Yes, now Fumol service can be given to *all* drycleaning customers at NO cost to them — and at a rock-bottom cost to you! Our new price represents savings of more than 20% . . . Never before have you had the opportunity to Fumol-protect your customers' clothes *at less than ½¢ per garment!*

THERE ARE TWO TYPES OF FUMOL

OS 40 for Petroleum Systems.
SS 60 for Synthetic Systems.

FUMOL IS EASY TO USE

Only one gallon is needed for each one hundred gallons of solvent — which gives you an idea of its extreme economy in use. Fumol is not affected by soap, and will pass through the filter without loss of effectiveness.

Truly, Fumol is **"THE DEPENDABLE MOTH PROTECTION AGENT"** — *at a lower cost than ever before!*

LEARN more about Fumol! . . . **REMEMBER** that Fumol is now sold at a big 20% reduction to you! . . . **RETURN** the coupon below for complete details!

This is the same potent-as-always Fumol at a lower-than-ever price. It's the same preparation that has been used successfully for four years on more than 50 million garments. Leading drycleaners report up to 32% increases in sales due to Fumol! Truly, Fumol pays for itself many times over in customer satisfaction!

MAIL THIS COUPON TODAY!

FUMOL

THE DEPENDABLE MOTH PROTECTION AGENT

FUMOL CORPORATION

VAN DAM STREET & BORDEN AVENUE
LONG ISLAND CITY 1, NEW YORK

FUMOL CORPORATION, Dep't E-350
Van Dam Street & Borden Avenue
Long Island City 1, New York

Gentlemen: We've heard about the new low price on FUMOL MOTH PROTECTION. We want to know more about it . . . how Fumol service can build our sales. Send us your information!

(Check) PETROLEUM SOLVENT ☐ SYNTHETIC ☐

Firm _____

Address _____

City _____ Zone No. _____ State _____

When writing to advertisers please mention The NATIONAL CLEANER & DYER

BUSINESS BUILDERS

Cartoons Get Chuckles—and Customers

FOR two years Ed Ellison Cleaners at Claremont, California, used regular newspaper display space, with conventional illustrated copy. If, for example, the ad was driving for spring cleaning, the cut showed blankets and drapes.

Owner Ed Ellison felt that he was not getting sufficient reader response from these ads. He spent one half day a week making personal calls, soliciting business and at the same time asking those he interviewed if they read his ads.

"We got good results from the personal soliciting," Mr. Ellison said, "but I found few people who remembered our ads or could tell me they had read them although most of them tried hard to be polite about it."

Mr. Ellison then decided to try a different type of display ad, using the same 1-column, 5-inch space once a week. The new program called for a comic cartoon, of the type of the one reproduced, for each ad. Designed to cause a family comment, either from husband or wife, each cartoon brought out an idiosyncracy which was funny to the opposite sex. The newspaper space cost $4 and the cuts $1.50 per week.

The idea clicked from the beginning. Customers began telling Mr. Ellison about his ads. He found them posted in business houses and on school bulletin boards. A number were clipped and mailed to him with letters from appreciative husbands.

Each week Mr. Ellison has a large poster made up for his store. This poster has a freehand reproduction of the cut used in the newspaper and in block-letter printing calls attention to the special service stressed in the ad copy.

With general cleaning volume in the area slackening off, Mr. Ellison has been able to hold to his three years' previous average. He gives his cartoon ads credit for this advantage.

"I am convinced," he says, "that if you can hit upon a makeup which will get readers talking about your ad, whether they talk about your service or not, you've won a point. And I don't think the cleaner needs to spend a lot of advertising money to get results. We have used our present comic-cartoon type ads now for nearly three years and the cost, including the store cards, runs to less than $300 a year."

Cuff Brusher Impresses Customers

A SIMPLE idea which has won much goodwill for Snow White Cleaners & Laundry, Denver, Colorado, is the installation of a cuff-brushing machine in each of its nine branch stores.

All garments brought in by customers are marked at a linoleum-topped table behind the counter. At the lower front of the table is an 18-by-24-inch projection on which is mounted an electric cuff brusher, occupying a minimum of space and out of the way until needed.

Routine procedure for all branch store employees is to give particular attention to men's trousers, turning out the cuffs and brushing them thoroughly before they go into the lot rack for transfer to the downtown cleaning plant.

Most customers have never previously seen a cuff-brushing machine in operation. They remain interestedly to watch it work and leave with a good impression of Snow White's service and painstaking care. Almost every newcomer comments about the service to friends, and curiosity has brought in dozens of neighborhood men.

DRESS UP YOUR PLANT . . . SPEED UP YOUR PRODUCTION

WITH

TROY

"BUSINESS BUILDERS"

New 1950 Model

36" DIAMETER

ELECTROCLENE WASHERS

Now Available

TROY-OLSON SUPER-FLOW FILTERS

Patented scraper makes sludge removal easy. Exclusive backwash system eliminates manual and mechanical scraping. 7 sizes: 1000 through 10,000 gallons per hour.

SUPER-FLOW STILLS

Heater and pre-heater coils are removable for easy inspection and cleaning. Easy to install and operate.

TROY ELECTROCLENE WASHERS

Troy Electroclene Washers provide *double value* for you. Their modern, streamlined appearance helps to dress up your plant and their operating efficiency means increased production. All operating parts are fully enclosed, yet readily accessible. Only two points on washer and three on motor to lubricate. Motor-driven through multiple "V" belts. Six sizes: 30" x 30", 30" x 48", 36" x 36", 36" x 48", 36" x 54" and 36" x 64".

WRITE FOR FREE TROY RESEARCH BULLETIN — "Proper Drycleaning Extraction." Has helped hundreds of drycleaners. Bulletins also available on all Troy drycleaning equipment.

TROY LAUNDRY MACHINERY

Division of American Machine and Metals, Inc.
EAST MOLINE, ILLINOIS
In Canada: American Machine and Metals (Canada) Ltd., 1144 Weston Road, Toronto 9, Ontario

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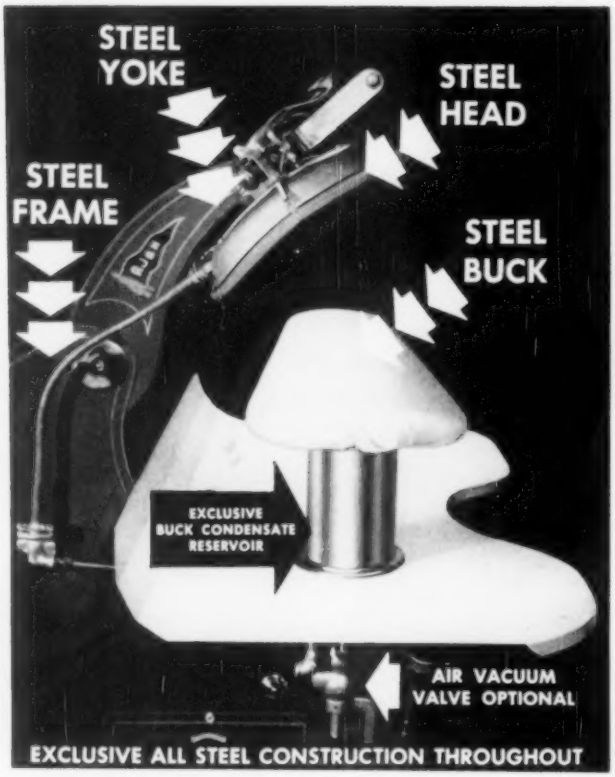
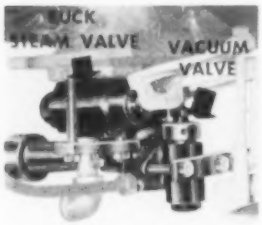


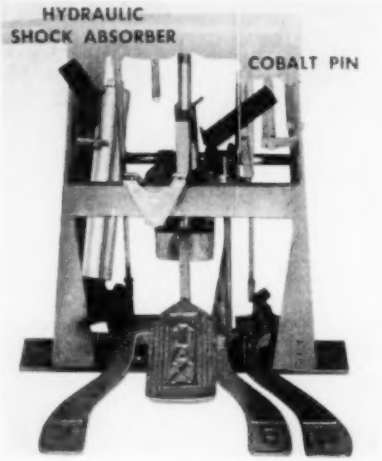
Only AJAX

DRY CLEANING PRESSES *offer these* EXCLUSIVE FEATURES!

Faster Steam — More Powerful Vacuum

A feature found in no other press is the efficient AJAX "built-in" reservoir. Assures quick start-up and abundance of steam at all times. The efficient Jiffy valves provide powerful vacuum and wide range of steam control — from a mere wisp to full billowing volume.





EXCLUSIVE quickly detachable vacuum valve

EXCLUSIVE jumbo, quickly detachable buck steam valve

- Stainless steel seats
- Requires little packing
- Giant buck valve gives one minute steam
- Clamp mounted
- Inconel springs
- Monel stems

EXCLUSIVE Jiffy removable Welpco head valve

- Stainless steel seats
- Interchangeable with Vacuum Valve
- Clamp mounted
- No threads to strip
- Inconel springs
- Monel stems

Trade Mark AJAX Reg. U. S. Pat. Office

EXCLUSIVE trouble proof giant hydraulic shock absorber

- Giant 19-inch Hydraulic check
- Prevents jar and excessive wear

EXCLUSIVE Cobalt pin—locks anywhere

- Locks automatically at any pressure desired
- Compensates for any thickness of material
- No wheels or ratchets to adjust

WESTERN LAUNDRY PRESS COMPANY

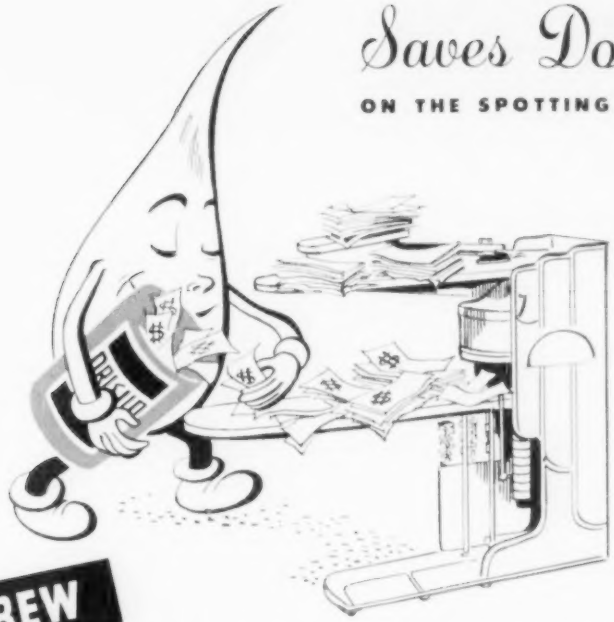
Salt Lake City, Utah — 619 South 5th West Street

Manufacturers of the famous AJAX PRESSES since 1929

When writing to advertisers please mention The NATIONAL CLEANER & DYER

Saves Dollars

ON THE SPOTTING BOARD!



DREW

DRISYN

As Vital to Cleaning as Soap Is to Washing!

Spotting, Finishing, Wetcleans, Reruns, Extra Handling, Returns, Free Repairs, Lost Customers all add a staggering cost to your operation!

Want to hold them to the absolute minimum?

TRY DRISYN! Drisyn saturates garments with millions of active chemical atoms that pull out deeply embedded dirt and stains of all kinds. Drisyn absorbs and controls moisture—can be used with or without moisture! Drisyn prevents redeposition of soil—won't cause pressure at the filter!

TRY DRISYN! Drisyn is the *complete* concentrate—contains no water, no solvent, no inactive materials. One stock "soap" solution cleans every classification . . . gives you cleaner whites, brighter colors, sharper stripes than you've ever seen — and the softest, smoothest "just like new" finish to garments that you've ever felt!

Ask your Jobber about DRISYN today or write for a DRISYN Folder

CHEMICAL SPECIALTIES DIVISION

E. F. DREW & CO., Inc.

15 East 26th St., New York 10, N. Y.

DRISYN JOBBERS AND SERVICEMEN IN ALL PRINCIPAL CITIES

DREW PRODUCTS

When writing to advertisers please mention The NATIONAL CLEANER & DYER

Coming Soon . . . .

THE BOOK YOU'VE ALL BEEN ASKING FOR . . . .

THE FUR BOOK is for:	THE FUR BOOK gives:
The *drycleaner* or *laundryowner* who is beginning to handle furs or who plans to handle furs to build up and supplement his storage business. . . .	A complete explanation of fur cleaning. A practical self-teaching course in fur repairing and remodeling . . . with a set of sample jobs described step by step . . . plus a table of estimated costs. Basic techniques for making a fur garment.
The working *furrier*—beginning or experienced	General methods of making, repairing and remodeling a fur garment . . . with improvements devised by the author, tested in the field and accepted by leading furriers. Simplifications and improvements in let-out work and other standard techniques.
The department-store *executive*, the fur-department or fur specialty-shop *manager*, *buyer* and *salesperson*. . . .	A basic understanding of how fur garments are made . . . the advantages and effects of different methods. Keys to repair and remodeling possibilities and costs. Glossary of fur terms.
The *student* and *teacher*	The first full explanation of the working of the fur-garment industry by a teacher-practitioner . . . written so that everyone can understand it.

The author has trained over 2,000 furriers directly . . . many more through the pages of The NATIONAL CLEANER & DYER. Here he gives you a comprehensive fur course in one handy, inexpensive volume!

Convenient size for ready reference at work table or machine. Stiff cloth binding for durability.

We couldn't overestimate the VALUE of THE FUR BOOK. The PRICE is only $7.50!

. . THE FUR BOOK

A Practical Guide to Fur Maintenance, Repairing, Remodeling, Garment-Making

By DAVID G. KAPLAN

Fur Editor, THE NATIONAL CLEANER & DYER
Instructor, Fur Garment Manufacturing
Central High School of Needle Trades, New York City
Senior Instructor, Fur Garment Division
American-Mitchell—Sol Vogel School, New York City

The only complete book on the market on every phase of handling furs! Here is the table of contents:

PART I. BASIC TECHNIQUES

CHAPTER 1. Preparing for Production
- Dressing the Skins
- Assorting and Bundling

CHAPTER 2. Fundamental Skills
- Fur Cutting
- Fur Operating
- Operating the Fur Machine
- The Final Steps

CHAPTER 3. Production of Simple Garments
- Matching
- Trimming, Damaging and Cutting
- Operating
- Nailing
- Squaring
- Closing
- Finishing

PART II. PRODUCTION METHODS

CHAPTER 4. Pelt Layout Systems
- Patterned Layout
- Concealed-Seam Layout
- Black Persian Garments
- Assembled Furs
- Enlarging Fur Area

CHAPTER 5. Let-out Work
- Let-out Fundamentals
- Split-Skin Let-out Work
- Refinements of Let-out Work
- Matching Let-out Work

CHAPTER 6. Other Processing Techniques
- Final Conditioning
- Fur Cleaning
- Glazing and Dyeing

PART III. REPAIRING AND REMODELING

CHAPTER 7. Repairing
- Repairing Worn Edges
- Repairing Sags
- Replacing Worn Fur at Seat
- Repairing Spotted-Fur Garments

CHAPTER 8. Remodeling
- Preliminary Problems
- General Remodeling Procedure
- Changing the Fit
- Sling-Cape Remodel
- Remodeling a Persian Lamb Garment
- Fur Accessories

PART IV. FOURTEEN TYPICAL FURS

PART V. BUILDING A FUR BUSINESS

APPENDIX. Some Common Problems

GLOSSARY. Terms Used in the Fur Industry

WITH A COMPLETE INDEX FOR EASY REFERENCE

AND . . . about 200 *helpful* illustrations! Clear, explanatory diagrams and photographs — showing details of tools, techniques, processes, types of furs, sample jobs

ALL FOR ONLY $7.50 (POSTAGE PREPAID). TO ORDER YOUR COPY, FILL OUT THE COUPON—NOW!

The NATIONAL CLEANER & DYER
304 East 45th Street
New York 17, N. Y.

☐ CHECK ☐ MONEY ORDER

Gentlemen:
Please send me my copy (postage paid) of The Fur Book, by David G. Kaplan immediately upon publication.

Name

Firm

Address

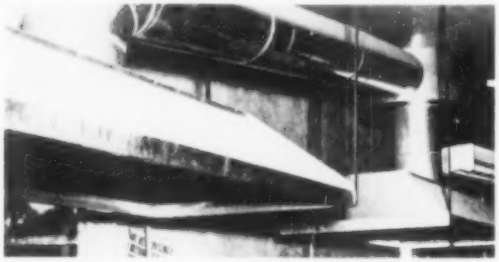
City State

GADGETS and gimmicks

Suction Hoods for Presses

DEWITT WALLACE, owner of San Marcos Cleaners, Chandler, Arizona, knows plenty about air-conditioning needs. Before coming to Chandler he owned and operated the City Cleaners out in the desert at Casa Grande.

At San Marcos Cleaners hoods have been installed over each piece of equipment. For a utility press the metal hood is 34 by 60 inches with a slanting side lead-



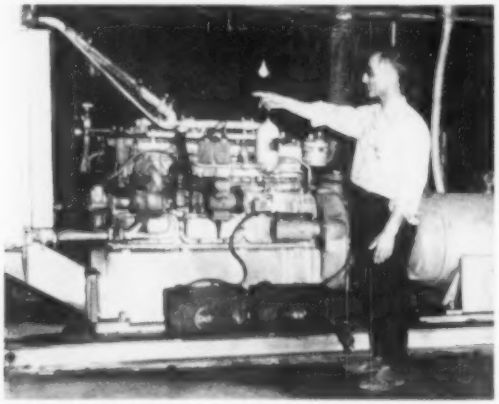
ing up 20 inches to a top which converges into a 12-inch lead-off pipe. Three hoods are connected and a 14-inch suction fan on the roof, driven by a ¼ h.p. motor, exhausts the hot air.

Smaller hoods are used for mushroom presses, puff irons, and dress and coat forms.

According to the management at San Marcos, this hood-suction fan arrangement draws out the hot air and steam without creating a draft or throwing dust inside the finishing room.

$200 Per Month Saved on Electricity

MORE than $200 per month is saved on his electric bill by G. S. Aghajan, proprietor of Milady's



Owner Aghajan, Milady's Cleaners, Tulsa, Okla., with cost-saving motor

Cleaners, Tulsa, Oklahoma. The entire plant is operated by electricity which is made by a 175 h.p. Sterling gas motor which generates 75 KW. It costs $400 per month (yearly average) to operate the gas motor. Before this installation was made electricity was costing the plant around $300 per month.

At closing time the large motor is turned off and a small motor, also gas operated, furnishes the power for night signs and plant lights.

Installation cost was $4,750 for the 175 h.p. motor and complete equipment, $535 for the small motor which operates the night signs and lights, and $1,500 for a standby motor.

"We figure," Mr. Aghajan said, "that we have made a $6,500 investment which is saving $2,400 a year on plant operation cost. In these times you can't beat that for a return."

Special Bagger for Formals

EACH of the three bagging locations at Dependable Cleaners, Grand Island, Nebraska, is equipped with two bagging devices. One is a standard rod bagger, the other is a special bagger for formals and

other long garments made by owner J. N. Abood in his plant shop.

The baggers for formals are made in the shape of a question mark, the question part of ⅞-inch pipe and the supporting standard of 1½-inch pipe. The standard, 26 inches high, is set on a table which is 28½ inches from the floor.

The distance from the hook on the question mark directly across to the other side of the curved rod is 28 inches, from the hook to the first bend of the rod 22 inches.

CUT COSTS...INCREASE PRODUCTION 20 to 50%

DO BETTER FINISHING

with plant tested...plant proved

Dryco

FINISHING AIDS

DRYCO'S FAMOUS "E-Z SQUEEZE"

WATER SPRAY GUN

Provides
Moisture
Where You Want It
When You Want It

Simply
REACH...SQUEEZE...RELEASE

MODEL F—With 6 ft. hose, starting valve and suspension string. **$9.95**

Hangs with spray end down. Trigger extends along entire side. Operator merely reaches, squeezes and measured spray is instantly directed to desired area. Dampens fabric just right for top quality finishing. Simple to use, no waste motion. Gives far more finishes per hour.

DRYCO HI-SPEED SHINELESS

SHOULDER FINISHER

EFFORTLESS SHINELESS Shoulder Finishing
3 TIMES FASTER

"PUFF ...and it's done!

TAKES ONLY
6 SECONDS
per shoulder

LADIES' and MEN'S SHOULDER and SLEEVE PUFFER

Features Dryco's special No. 5 utility puffer head for both ladies' and men's shoulders and sleeves.
MODEL 1015
$55.00

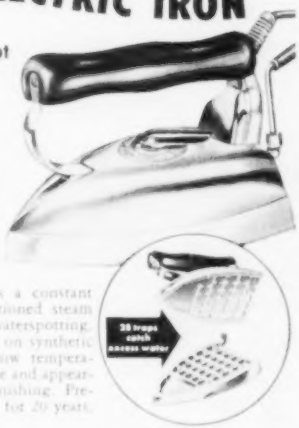
Far superior to hand pad finishing. Polished puffer head fits any shoulder. Quickly restores original fit and drape to shoulder and upper sleeve. Smooths linings and top seams too. No puckers, no wrinkles, no shine. Requires only 14"x16" floor space.

DRYCO "Moisture Conditioned"

STEAM-ELECTRIC IRON

Does Not Waterspot
—even on low
temperature

ONLY
$30.00
complete with cord and choice of 3 lb. or 6 lb. iron



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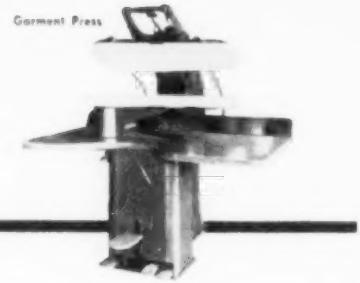
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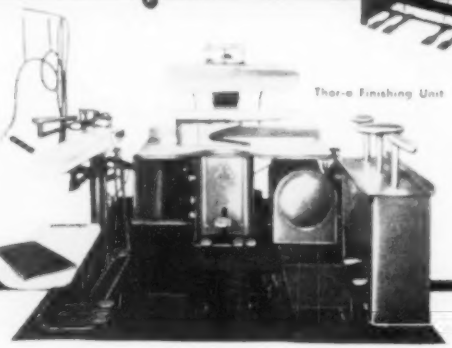
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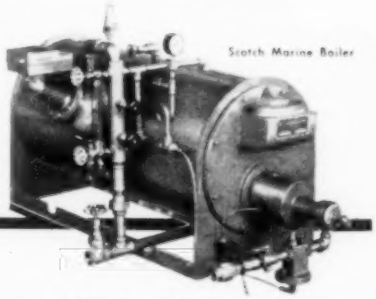
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ZUDS — to wet-clean fugitive colors. Will not break down in acid or salt solutions.

ZUDS — for active lather in hard water conditions.

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8 cases " " "	2.65
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Single gal.	3.25

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Sponge — Measuring glass
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and you receive ALL THIS with your order for the MERSON MASTER SPOTTING KIT at the special low price of $29.50 (worth $40!)

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for Paint, Varnish, Enamel, Tar, Road oil, Grease, Oil and similar stains.

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for Fats, Foods, Meats, Blood, Albumin, Discharge and similar stains.

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Penetrates and dissolves stains.

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1 pint of:
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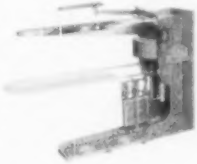
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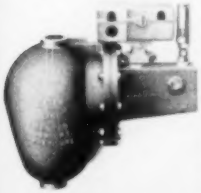
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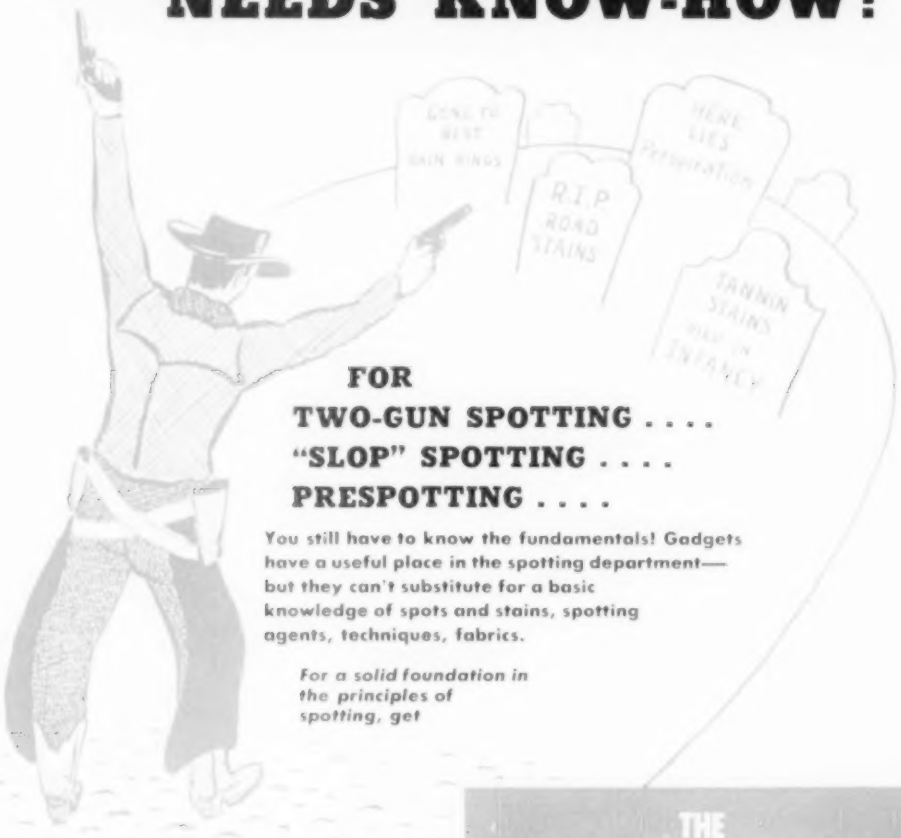

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TWO-GUN SPOTTING . . . .
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This basic textbook describes in full detail what methods and spotting agents are both safe and effective for removing specific spots and stains from specific fabrics. It gives tested methods, clearly and practically explained, for removing the many difficult stains that won't surrender to "two-gun" attack.

Before you start shooting—know your targets and your ammunition!

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National CLEANER and DYER
Vol. 41, No. 5 EDITORIAL MAY, 1950

15,000 CLEANERS CAN BE WRONG!

WELL, over 7,000 drycleaners are members, fully paid up, of the National Institute of Cleaning and Dyeing. That is a record membership. It is one of the reasons why the National Institute of Cleaning and Dyeing is among the outstanding trade associations in the world, a fact of which all of us can be proud.

But what of the 15,000 drycleaners who are not members of the NICD or who have permitted their dues to lapse?

At the Chicago convention the Institute's retiring president, Ray Staub, said:

"Much we do benefits the entire industry, and cannot be confined to members alone. When our laboratory through a particular research project discovers the remedy for a condition hitherto unsolved, that soon becomes general knowledge in the industry. When our legal counsel is instrumental in protecting the industry from restrictive legislation, the entire industry benefits. Or, when our trade relations department is successful in having an unserviceable fabric eliminated from the market, this is a service to all drycleaners. The same is true when our public relations department is able to effect good publicity for the industry through the medium of newspapers, radios and national magazines."

Mr. Staub picked four fields of activity that have seen positive action by the NICD during 1949. There have been more, but the research done, the legislation affected, the unserviceables reduced, and the improvement in public opinion gained has *each* been worth the nominal dues in the NICD to every drycleaner in the United States. Altogether they have been worth four to ten times a year's dues.

PROBABLY 90 percent of the 15,000 nonmembers wouldn't think of accepting a drink from another man without trying to buy him one in return. Yet they all seem to be willing to let one-third of the industry pay for the benefits accepted by them without the slightest qualms.

Such reluctance on the part of a nonmember to pay his share might be considered undemocratic if not downright selfish, narrowminded and shortsighted. But what is also difficult to understand is that so many plant-owners are willing to cheat themselves out of the further advantages which are exclusive to members. To quote Ray Staub further:

"Direct services—such as technical bulletins, fabric bulletins, plant layout assistance, solvent testing, analysis of damaged garments, special training courses and a host of other individual services—are rightfully confined to our members."

If through some divine mechanics lightning flashed over a nonmember every time he benefited from NICD efforts, and if he were konked on the head each time a crisis occurred in which membership in NICD could help him, 15,000 drycleaners would probably be distinguished by hard hats and dark glasses. Any who didn't see flashes and feel bumps would already be beyond all possible help or cooperation!

FREE COMPETITION

THE following quotation was published in Claude Lucas's *Huddle*, a house organ distributed among his clients. Fred DeArmond, a journalist well versed in this industry, is the editor. This little piece really cuts to the heart of the question of just how much free competition the average democratic businessman really would like. It reads:

"Do you really believe in free enterprise and free competition? Here is a formula for answering that question objectively.

"Have you joined in asking for Federal money for any local community project?

"Have you voted for candidates for Congress who supported collectivist measures that would increase the power of government to control the economic activities of its citizens?

"Do you deny the right of a competitor to set his own prices?

"Have you ever agitated for any form of government price controls?

"Do you speak slurringly of a smaller, lesser known operator whose prices are somewhat lower than yours?

"Do you feel injured and resentful when a competitor offers just a little more to the consumer for the same money than you give?

"Do you believe the chief function of your trade association is to stabilize prices?

"Do you put the squeeze on a supply salesman for a special price and then lecture a customer who makes the same demand on you?

"If an honest answer to more than two of these questions is affirmative, your batting average as an exponent of free enterprise and free markets is, frankly speaking, not so hot."

BISHOP *presents*

MOTO-RACK

the new, faster way to

ROLL

bagged work to delivery

(Above) With hinged cover lifted, bagged work is placed on carrying arm. Then, with cover locked into place, driver (below) pushes whole load to delivery truck. Saves 6 to 8 extra trips between plant and truck.

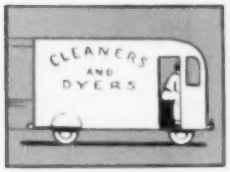
SO EASY TO USE... PROTECTS QUALITY

Now your customers can really see and enjoy the quality you go to so much trouble and expense to provide. Now all garments can be delivered uncrushed, unwrinkled, just as they left the presses and finishing boards. MOTO-RACK (an exclusive BISHOP product) protects finished quality by eliminating hand-carrying of bagged work from racks to delivery trucks or plant store. No more slow, tiring, costly lugging of arm-loads of bagged drycleaning. Simply place work directly on MOTO-RACK at bagging department or from drivers' racks and ROLL to truck or store. Big 10" semi-pneumatic wheels ride smoothly over rough floors and varying floor levels. Unit maneuvers easily with big load. Buy one for each driver . . . help him deliver better, work faster, and have more time for selling.

SPECIFICATIONS

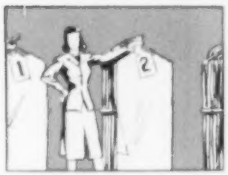
All-steel construction. Carrying arm 40" long, fitted with rubber-lined cover to prevent garments shifting or swaying. Two fixed, two swivelled, 10" semi-pneumatic wheels. Floor space 25" wide, 49" long. Over-all height 74". Ship. wt. 160 lbs. Model B24-10, f.o.b. Chicago, $69.50

Eliminates need of carrying garments on back. Saves labor.



Gets drivers to routes sooner; helps them make more calls.

Wrinkle-free garments mean contented customers, more business.



Buy one for each driver and eliminate stationary racks, save space, cut handling!

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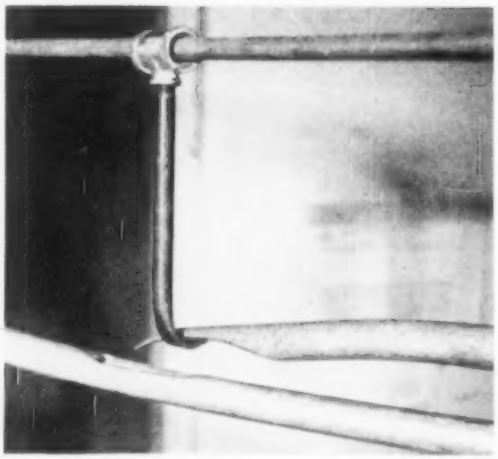
Order Now FROM YOUR SUPPLIER HE IS OUR DISTRIBUTOR

G. H. BISHOP CO., CHICAGO, MANUFACTURERS SINCE 1893

Above: Slipcover is placed over form with crosspiece passing along seam between front of back and seat panel. Steaming is followed by air, pleats touched up on utility press. Above right: Owner Arthur Jackson with three different size crosspieces; medium-length one on form. Hand-rail was bought from lumber yard, cut length and ends rounded off. Below: Device used to bend pipes for slickrack installation. Rails were placed inside two-inch pipe at right, pulled to obtain desired degree of curve. Note pipe is held by turnscrew on opposite side of pillar to get tight grip. Bottom: Simple method of constructing switch in slick-rack installation. To close switch, supporting hook is pulled aside and tapered end of rail drops into two-inch slot cut into main line



STEAM—AIR

by JOHN J. DUNN

ARTHUR JACKSON, owner of Personalized Cleaning Service in Bronxville, N. Y., is usually tinkering with some idea or other. When we wandered in to see him recently, we figured on picking up a couple of items for the "Gadgets and Gimmicks" department. Several hours and a dozen pictures later, we decided we would have to take the best of Mr. Jackson's ideas and tie them into a story. If we didn't, the Bronxville plant would dominate our "Gadgets and Gimmicks" for the next year and a half.

Perhaps the most interesting new development at this small suburban plant is a simple adaptation which permits the steaming of slipcovers and drapes on a stand-and garment steam-air form. During finishing, the pieces are draped over a wooden crosspiece above the unit. A hole bored into the center allows this crosspiece to fit down over the metal nub that protrudes at the top of the steam-air form.

For handling household items of various types and sizes, Mr. Jackson cut a piece of handrail into three lengths and rounded off the ends. The shortest crosspiece is 26 inches long and is used on chair and cushion slipcovers. The chair covers are draped over the unit so that the support passes along the seam between the inside back and the rear of the seat.

Depending upon the weight and type of fabric, a single steaming at this position is sometimes sufficient. At other times the slipcover is shifted so that the crosspiece is at the top of back. With this alignment the steam can be most effectively applied to the long panel which covers the rear of the chair.

Left: Pipe fixture fastened to wall is utilized for holding bags. Long bags are arranged over outside; short bags occupy single pipe at center. Above: The routeman who is Mr. Jackson's right hand in devising gadgets poses beside plant workshelf. Nuts, bolts and miscellaneous supplies can be seen in glass coffee jars. Jar tops are screwed to under edge of shelves thus releasing shelf surface for compact storage of tools

FOR HOUSEHOLD

Finishing Drapes and Slipcovers on Garment Form. . .and Other New Ideas

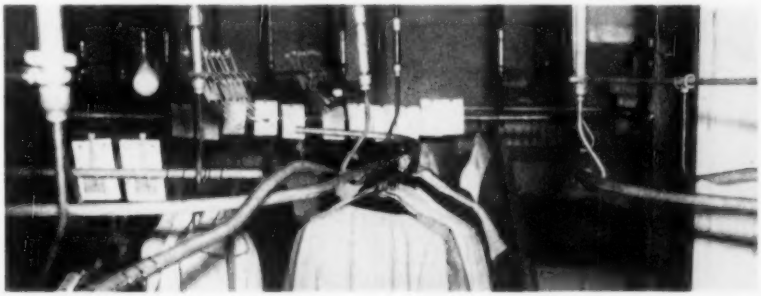
The medium-length 45-inch crosspiece is placed on the unit when the operator wishes to finish love-seat covers, or bedspreads or draperies of normal size. Oversize couch covers, bedspreads and drapes are handled on the longest crosspiece, 60 inches in length.

Drapes larger than a width and a half or slipcovers too long for the 5-foot crosspiece are placed with one half over the steaming unit and the other half draped on a rolling garment rack. When the steaming is completed on the first section, the piece is switched around and the other half is finished. In a similar manner large chair covers are done in two sections with the excess material gathered on a trouser rack to prevent brushing against the floor.

Mr. Jackson reports that an average chair cover can be finished in about three minutes. An important factor from the production viewpoint is that the operator can continue working at the wool press while the piece is being steamed out on the form. After the steam-air treatment is completed, pleats are touched up on the utility press.

Besides this new approach in household finishing the Bronxville plant reflects several other ideas which are covered here in pictures and captions. We might say Mr. Jackson is a connoisseur of new wrinkles, but this would be an atrocious choice of word to describe a cleaner who has long enjoyed a reputation for top quality. ■ ■

Work moving in from wool and silk units meets main express line which leads to assembly ring in left background. Note that switch at left is simple drop-off while switch at right (closeup shown on opposite page) is opened or closed depending upon the route in work



HOW TO IMPROVE METHODS . . .

by ROBERT E. COWIE
Industrial Engineer, N.I.C.D.

From Talk at 41st Annual N.I.C.D. Convention, Chicago, March 15, 1950

Saving the Pennies . . .

"Take care of the pennies, and the dollars will take care of themselves," goes the old saying. Only sales-tax collectors notice pennies any more now that even urchins consider dimes small change, but the moral is still there. Big savings rarely are made in big spectacular chunks but generally in small bits, in many parts of the economy, and usually at different times.

Bob Cowie is talking here about footsteps saved—a couple here, a couple there. They save $15 a year here, $30 yearly there, and seem like small change. Yet in the $1,000 plant described, Mr. Cowie was able to promise from footsteps saved a reduction in costs amounting to nearly one percent of annual gross sales.—W.R.P.

IF you are doing $1,000 of business per week, every step per garment costs $15 a year. If you do $800 a week, the annual cost in wasted steps is $12 a step. Even the drycleaner operating at $500 per week sales wastes $7.50 for each unnecessary step. If you do $2,000, $3,000, $4,000 or $5,000 a week, just double it, triple it, quadruple it—a staggering inefficiency.

The loss does not end here. Again let us look at our $1,000-per-week plant. If because of a haphazard workplace layout or poor location of supplies and working tools, an operator has to make a right-angle turn for a garment, tool or supply, the waste cost is $18 per year for every turn.

We can go still further. How often does an employee reach for a garment, spotting gun, pin, tag, eye dropper, hanger, invoice, bag? Obviously, many times every day and every hour—and it is a natural and necessary reach. The cost of wasted and unnecessary reaching is not so obvious. Allow me to present a simple example. One reach of 30 inches for each garment would cost $30 per year. Reducing the distance reached from 30 inches to 15 inches would save another $15 per year for every reduction in the distance reached. In other words, again we can be wasting $15 per year for every unusually long reach.

To add further to our difficulties, after we reach for all these objects we usually move them to working position, do some work on them and then move them away. But herein may lie another waste. Excess distance moved can cost us another $15 per year.

Since it would be impossible to even begin to analyze all possible inefficient motions in the time we have here, I shall concentrate on one important waste action—that of walking. We shall take a brief but definitely revealing look into a plant doing $1,000 per week business.

In order to compute costs and savings it is necessary that we know a few facts and figures about the plant we are to analyze. Again, these figures are representative. The base price of the plant is $1.15 and the income per pound was found to be 55 cents. Translated into pounds, the plant processed 1,820 pounds for each $1,000 of sales volume. Cleaning-room records showed that by poundage 65 percent of the work was classified as wools and 25 percent as silk. The other 10 percent was made up of household and occasionally processed items.

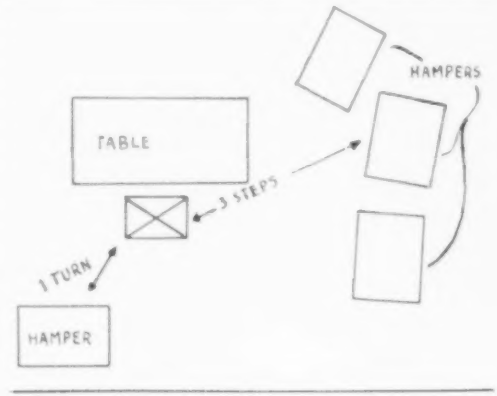
We will confine our present study to the regular wool and silk garments. Since garments are usually handled by the piece or tag in all departments except drycleaning, further breakdown of our figures was necessary. It was discovered that for each $1,000 worth of business, the average piece count totaled 1,984. This divided itself into 1,074 pieces of wool (54 percent of all wools and silks) and 910 pieces of silk (46 percent of all wools and silks). We were now able to see that if 1,984 pieces were processed each week, in one year's time slightly over 103,000 pieces were processed.

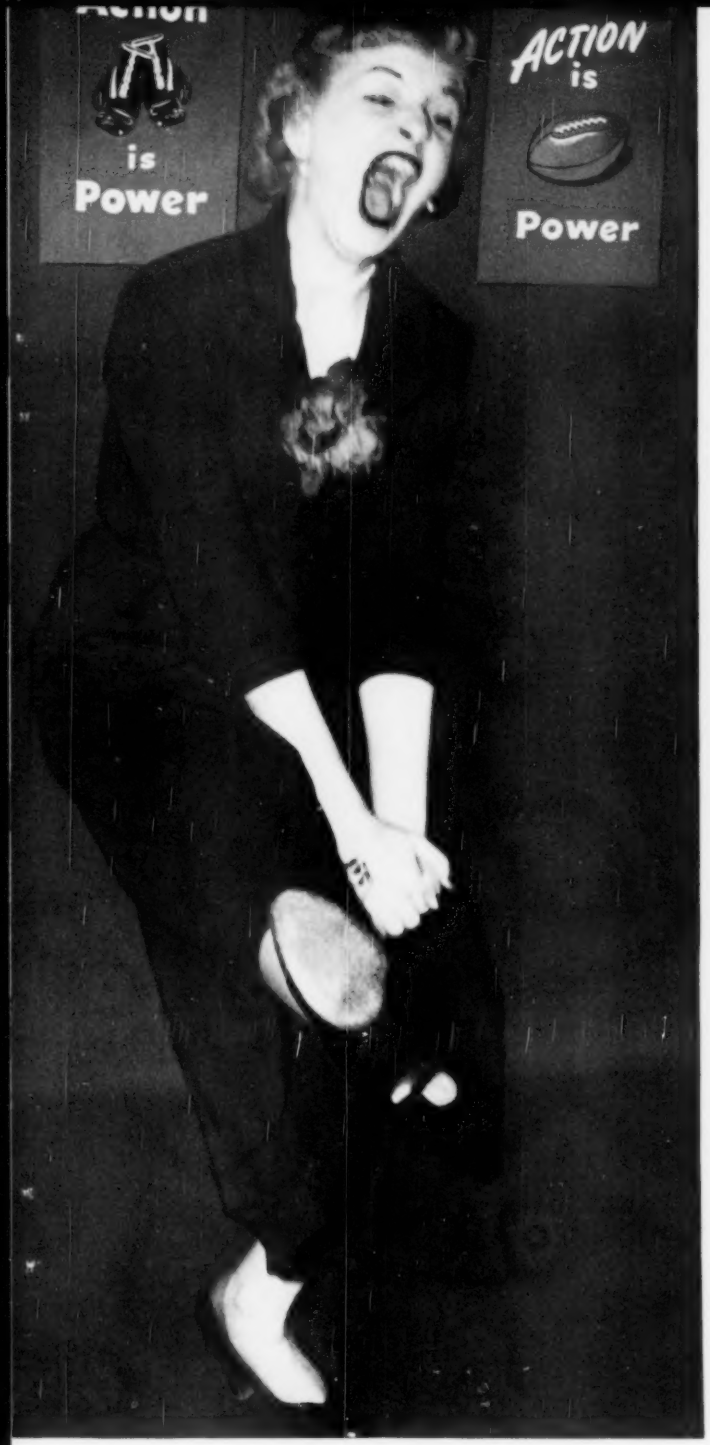
The marking department consisted of a good-sized table on which tags, pins, and regular marking supplies were kept. Bundles brought in by the drivers and the store clerk were placed in a number of hampers which somewhat crowded and jammed the marking room.

Chart 1 shows the layout of the marking department when excessive walking and turning existed. Point X

(Continued on page 47)

Chart 1. MARKING DEPARTMENT





TELEVISION STAR ACCENTS "ACTION IS POWER" Jo Ann Skelly—niece of the late Hal Skelly, stage and screen star—and a star in her own right, brings home the theme of the meeting in a way that Emery Engineers will never forget.

BOB BUGENSTOCK WINS FREE TRIP TO BERMUDA. What Sanitone Engineer had the best scrapbook showing the use and results of Sanitone advertising and promotion? Bob Bugenstock (Ohio, Indiana, Kentucky) took top honors and got the go sign on the first-prize, all-expense trip to Bermuda.

KICK-OFF MEETING

For the Biggest Promotion Year in Dry Cleaning History

What were Sanitone's advertising and promotion plans for 1950?

It was preview day for the 30 Sanitone Engineers who gathered in Cincinnati to get the tip-off on the backing planned this year to help every Sanitone licensee build a still bigger, better dry cleaning business.

They found out with a bang! Underscoring the 1950 theme *Action is Power* was the sensational act put on by Miss Skelly. Without singing a note, uttering a word, making a sound . . . by dramatic action alone . . . Jo Ann brought to life many famous stage stars. She proved with stunning impact that Action IS Power.

Kick-Off Meeting *(Continued)*

BIG NATIONAL AD PROMOTIONS ONE REASON WHY

4,500,000 POST READERS WILL SEE THIS AD. The cream of the dry cleaning market—the people who spend 75% of all dry cleaning dollars—will be reached with this big, 2 page advertisement. Two-pronged, it sells Sanitone as a better, different kind of dry cleaning and provides a directory of all licensees. It's coming May 20.

FIFTY-FIVE DRY CLEANERS will receive this beautiful bronze plaque signifying 15 or more years as a Sanitone Licensee.

Sanitone Licensees Now Total 900

And for 1950? The most complete advertising program ever devised for dry cleaners . . . action that would give them the POWER to corner a larger share of local dry cleaning business. Bigger national advertising, more local tie-in material, sensational sales-winning promotions. But this is the kind of action that Sanitone licensees-

SANITONE LICENSEES STAY SANITONE LICENSEES!

MATERIAL FOR COMPLETE LOCAL PROGRAM always gives every licensee a fully loaded gun to shoot at local business. Here's the tie-in material for the Post ad.

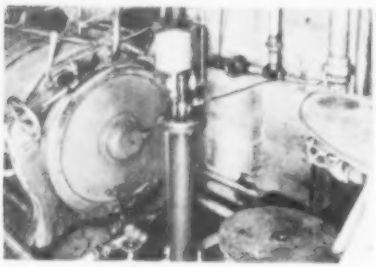
DIRECT WINDOW TIE-IN. This big display piece hooks each local cleaner into the Post ad . . . shows him as the skilled craftsman serving his community.

...More Join Every Day!

have come to expect. They have found that Sanitone gives them everything they need to take their places as the outstanding dry cleaners in their communities with a reputation for turning out the highest quality work.

225 DRY CLEANERS have been Sanitone licensees without interruption for over 10 years . . . they will receive this handsome parchment scroll testifying to their service.

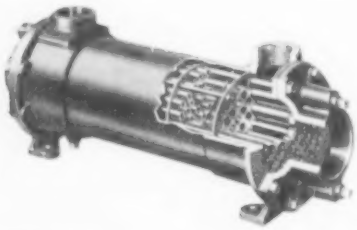
300 DRY CLEANERS will receive this certificate showing that they have been using Sanitone for more than 5 years.



COMPLETE TECHNICAL SERVICE. Periodic checks and inspections to be sure plant is functioning at maximum efficiency for best results.

DIRECT SELLING AIDS. Literature, newspaper mats, interchange of ideas . . . even conducted sales meetings by Sanitone Engineers help keep cleaners' employees sales minded, out for more business.

SYSTEMS ENGINEERING. Tested methods and procedures enable licensees to streamline business activities, devote more time to promotion, and show a greater net profit.



RESEARCH AND DEVELOPMENT. For example: Sanitone worked with the manufacturer to develop the new Rinse Cooler for keeping solvent in the right temperature range. It's now available to the entire industry.

After developing the first use of controlled moisture in dry cleaner, Emery Research turned to humidifiers, bringing out the first in 1933. After several changes, the first "air type" humidifier was installed in licensees' plants in 1946.

SANITONE 5-POINT PLAN

Gives Licensees Inside Track on Local Dry Cleaning

Here's what this plan involves. First and foremost is a dry cleaning method that does a better job. It's a carefully engineered system of equipment and solvents that gets out more dirt, makes spotting easier and more sure, leaves clothes cleaner and odorless. *And* to let the world *know* about it, Emery has backed up all licensees with national advertising and provided them with the advertising and promotion tools to do the job locally.

Additional material is provided to keep licensees and their employees informed of the tried and proved methods for *getting dry cleaning sold.* This is part of the job of the Sanitone Engineer who makes periodic calls to check equipment, help with merchandising ideas, and point out business shortcuts that can save costs and increase profits.

And Emery has for years been in the forefront of the industry's development and improvement. New methods, new equipment, new ideas are being studied constantly in the laboratories and in the field to keep licensees ahead of competition.

Right now 55 licensees are to receive the Sanitone plaque signifying 15 or more years of using Sanitone—service records that prove the efficiency and profit building features of the Sanitone program.

The fifteen-year licensees are only part of the story. More than 225 others have records ranging from 10 to 15 years. Over 300 more have been a part of the Sanitone team for from 5 to 10 years. Right now it numbers over 900—a nation-wide group subscribing to uniform high-quality standards. These dry cleaners have found that the Sanitone plan gives them just what they need to meet even the toughest competition including low prices.

Complete information can be obtained by writing

APPROVED SANITONE SERVICE

SANITONE SERVICE

Emery Industries, Inc. • Cincinnati, Ohio

(Continued from page 22)

shows the marker in front of the table. In order to get a bundle the marker turned to the right, walked three steps to a hamper, then made a complete turn and walked back to the table. After marking, the operator made another turn to the left to place the garment in another hamper and then went after the next bundle.

The improved workplace consisted of an overhead marking bin set on top of the marking table. A bundle was procured merely by reaching across the table to the bin opening and pulling the bundle forward. Marking supplies were well arranged around the table. After marking, the tagged garment was easily disposed of by tossing it on a truck which was placed immediately to the left of the operator.

Compared to the improved layout, formerly 10 steps per bundle were wasted. Since the average bundle in this plant included around 2.5 garments, four steps per garment were wasted. At an average of two pieces per garment, we still find that we were wasting two steps per piece tagged.

Now we are ready to compute the waste in dollars and cents. Industrial engineering motion-and-time study has shown that the time required to take one step is .00015 hours, roughly one-half second. This appears to be a very insignificant figure—but wait and see. Since we were wasting two steps per piece, we wasted 2 × .00015 hours or .0003 hours per piece. Each year we handle 103,000 pieces. We will assume the marker earns 75 cents per hour. Then, our annual waste becomes the number of pieces (103,000) times the time wasted per piece (.0003 hours) times the labor cost per hour (75 cents). So, by the elimination of a few steps we can pick up $23.20 per year instead of losing it—and this only in the marking department.

Let's see what happens as we look further into the plant for inefficiencies.

The wool spotting board was located in a corner near a window. It was partly isolated from the rest of the plant by a large storage locker which made the board somewhat inaccessible to other employees. Since we were primarily interested in analyzing the time spent in walking and handling, we shall not consider the actual spotting itself nor the equipment used.

Chart 2 shows the location of the equipment in the wool spotting operation. The spotter worked at the blocked X point in front of the board. Incoming garments were placed in hamper A, and outgoing garments in hamper B. The distance between the workplace and the hamper is shown in terms of the steps required to move that distance. After finishing spotting a garment the operator turned, walked two steps, dropped the garment in hamper B, picked up a garment from hamper A, turned and walked two steps back to the spotting board.

When the workplace layout was changed, the spotter merely reached to his right for a garment, placed on a truck, spotted it, and then tossed it either to a free repair table or on another truck for wetcleaning. The walking has been eliminated.

Since all walking was eliminated in the changed method we find the four steps per piece spotted were wasted. Since one step takes .00015 hours we were wasting .0006 hours per piece. Since 54 percent of our number of pieces processed per year was wools we find that in a year's time 55,600 pieces of wool went through the spotting department. If we pay the wool spotter $1 per hour, the annual waste cost becomes $36.70. Or, by improving the method we have saved annually $36.70. Add that to your hip pocket.

In the silk spotting department we again noticed the same type of excess walking. The spotting board was placed near the window, an idea sound enough in itself, but because of a lazy mechanic or a lack of pipe, the slickrail was just a straight line passing the spotting boards.

Chart 3. SILK SPOTTING

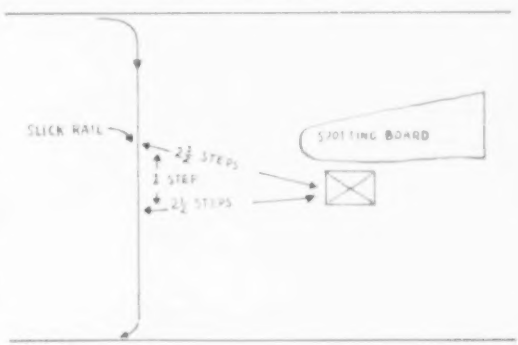


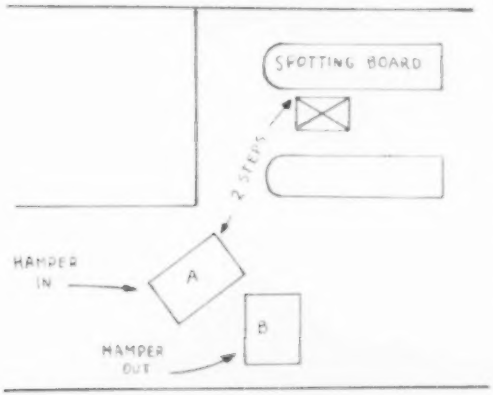
Chart 3 shows the distances from slickrail to spotting board, in terms of steps required. Notice how the spotter had to leave the board and walk to the rail to hang a dress and get another one to be spotted.

By changing the slickrail to a curve rounding the tip of the spotting board, walking was again eliminated. The spotter now spends his time actually spotting and not walking around the place.

Compared with the idea of curving the slickrail into the spotting board we found that six steps per garment were wasted. Again noting that 47,400 pieces of silk per year were processed, and that we paid the spotter $1.25 per hour, we can compute the annual waste. This time it amounted to $53.30.

It came as no surprise that we found the wool finisher also doing a walk around the block. A truck of garments to be pressed was pushed to the area by another employee, and the presser never thought to bring it close to the presses. It interfered with the path to the drinking fountain. Consequently he walked several steps for each garment. When both the mushroom and

Chart 2. WOOL SPOTTING



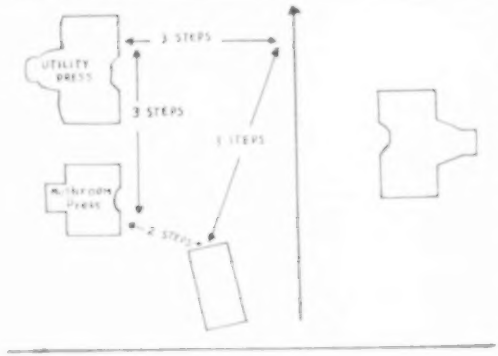
utility presses were used, more walking was introduced. To top it all off the slickrail for finished garments passed through the department several steps behind the presses.

Simple improvements were then made to decrease the amount of walking. The truck of garments to be pressed was merely pushed in close to the mushroom and utility presses. An additional slickrail running from the edge of the utility press out to and connecting with the straight through rail eliminated walking to that slickrail. The only walking necessary was a move from the mushroom press to the utility press. At the most, three steps per piece were required.

An examination of Chart 4 of the old method shows the presser walking 11 steps per garment pressed. As a consequence eight steps per piece had been wasted. Paying the presser $1.10 per hour we found the annual waste to be $75.40. Just walking ourselves to the store for red ink for the balance sheet, weren't we?

The silk finishing department was in no better shape. Again the slickrail was several steps away from the bag sleever as well as the ironing board where hand finishing was done. There was also a seemingly unusually long distance between the bag sleever and the puff

Chart 4. WOOL FINISHING



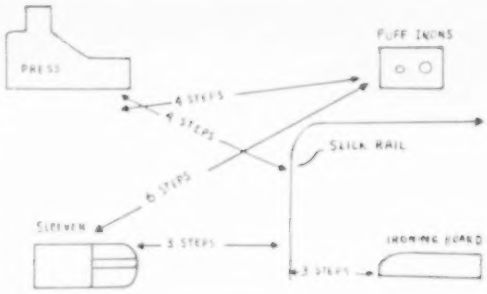
irons which necessitated a retracing of steps to the offset press. Actually there was a set of puff irons between the sleever and the press, but they were of a different type and the silk finisher did not like them. She tried them a few times but then went back to using the puff irons with which she was familiar. She thought she could work much faster on them.

As Chart 5 shows, on some garments as high as 17 steps were required. On others six steps and a full turn were necessary in handling the garment to and from the ironing board. You can see this distance in terms of steps on the sketch: three from slickrail to bag sleever, six to puff irons, four to offset press, and four more back to the slickrail. The ironing board was three steps away from the slickrail.

An improvement was made in this department by training the finisher to use the puff irons located between the sleever and the offset press. A standard rack was placed near the sleever for both garments to be finished and those completed. Actually, a slickrail into and out of the unit and also the ironing board would have been still better. As a result of the change the average number of steps per garment was measurably reduced.

Compared with the improved method it was found

Chart 5. SILK FINISHING

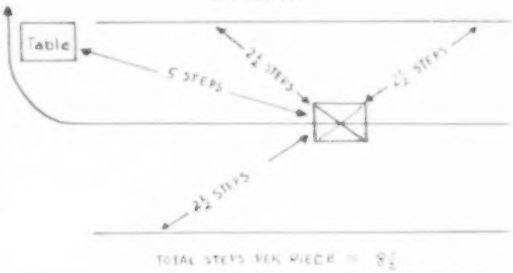


that on the average seven steps per garment had been wasted. At the popular price of $1.15 per hour for a good finisher, we find that her time was being wasted by walking to the tune of $57.20 a year. To compute: 47,400 pieces per year times .000105 hours per piece wasted times $1.15 per hour. The waste-cost pile grows and grows and grows.

The department which perhaps is the greatest offender against efficiency is the assembly department. This is particularly true when there is no lot system in effect. But even under lot system control the amount of walking is often excessive. We know of one plant where the assembler carried a pedometer to measure the distance walked. The amazing result was that in just one day she had traveled a distance of 22 miles. Calculation showed she had been walking 5½ hours out of the 8.

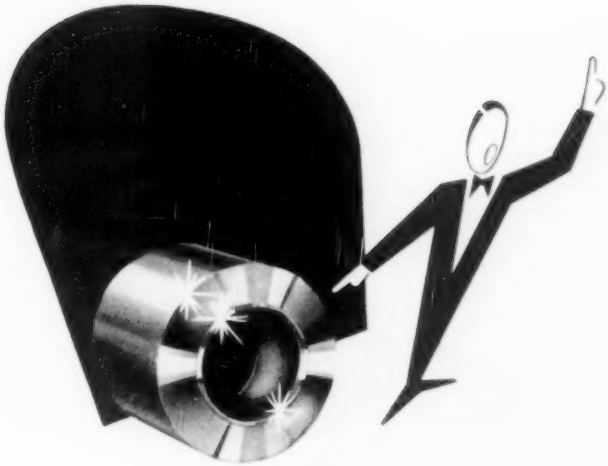
The walking shown in Chart 6 was not quite as bad but it was still considerable. Notice particularly the checkout table at the far end of the straight rails. The assembler worked between two 20-foot straight rails. The average walking to place a garment on the rail was 2½ steps to the rail, a complete turn, and 2½ steps back to the center. Ten steps were required to go to

Chart 6. ASSEMBLY
(old method)



the checkout table and return. This did not happen for every piece but did happen once for every invoice. In all, it was found that 8½ steps per piece were required.

The changed system is shown in Chart 7. Using the split-rail layout with the assembler working off the middle rail at point X, we found that she could place any multiple-garment item on the curved rails by taking only a half step and reach. It is shown as one step



ANOTHER MARTIN FEATURE—

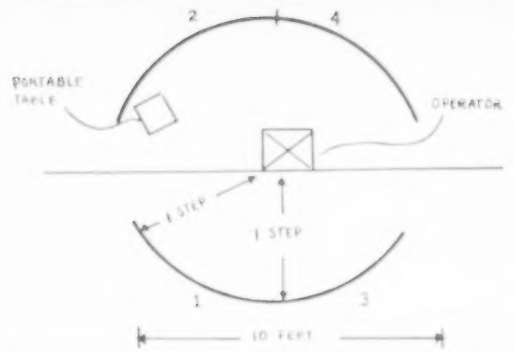
Fully automatic drycleaning system featuring a one-pocket, open end cylinder for washing, extracting, reclaiming, deodorizing. Offering better cleaning, higher production, lower operating cost, and greater profits.

Another reason why . . . "Martinizing" is More Than Drycleaning.

Write

MARTIN EQUIPMENT CORPORATION
789 Hertel Avenue, Buffalo 7, New York

Chart 7. ASSEMBLY
(new method)

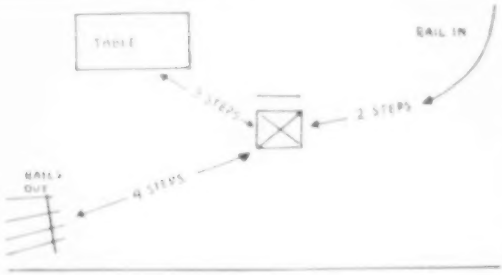


on the diagram. Single-item garments, of course, can go straight through the center rail. A portable check-out table facilitates final checkout and removing the bags. This table is conveniently placed so that invoices are handy as needed. Calculations showed that on the average $1\frac{1}{2}$ steps per piece were required.

Since the new method took only $1\frac{1}{2}$ steps per piece, it became obvious that six steps per piece were being wasted. Again we applied our cost formula and found the annual waste cost to be $69.60.

In the final department, bagging, our story repeats itself. Just study Chart 8. Walk to get garment and

Chart 8. BAGGING
(old method)



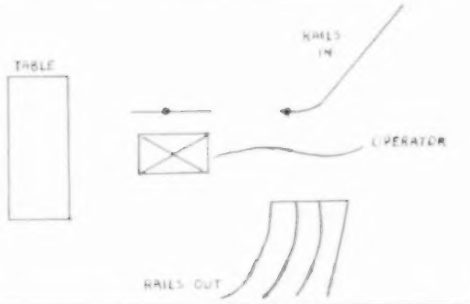
place on bagging hook—walk to table to prepare invoice—walk back to bagging hook to attach invoice—walk to set of slickrails and place garment on correct rail—walk back for next garment and so on for each bag used.

Follow this: two steps to procure garment; two steps back to bagging hook; three steps to the table; three steps back to the bagging hook; four steps to rails out; four steps back to bagging hook. Total: 18 steps.

By moving the "in" rail closer, as shown in Chart 9, swinging the table closer and moving the outgoing rails up to the right of the bagger, practically all walking was eliminated. All slide rails, the table and the bagging hook are within easy reach of the operator. There has been no change in the method of doing the job itself—only the walking has been eliminated.

In order to calculate steps wasted, we allowed the time for two steps to accomplish the turning and reaching in the new method, so our true waste under the old method was 16 steps per bag. On the average, we found that one bag was used for every two pieces, in

Chart 9. BAGGING
(new method)



other words, a complete garment. There were times when more than two pieces were bagged together but also many times when one piece was bagged separately. The time wasted per piece due to excess walking was .0024 hours per piece and the number of bags used per year was 51,500 ($\frac{1}{2}$ of 103,000). The annual waste cost was terrific—$93.

Now we are ready to add up the drycleaner's national debt.

THE AWFUL COST

Department	Steps wasted per piece	Time wasted per piece	Annual waste cost
Marking	2	.0003	$ 23.20
Wool Spotting	4	.0006	36.70
Silk Spotting	6	.0009	53.30
Wool Finishing	8	.0012	73.40
Silk Finishing	7	.00105	57.20
Assembly	6	.0009	69.60
Bagging	8	.0012	93.00
	41 steps	22 seconds	$416.30

Think of it—$416.30 per year wasted in walking in a plant doing $1,000 a week business! And this is just one small phase of methods work.

As a caution, do not be misled into assuming that a short time saved is not worth the effort. We have saved just 22 seconds per piece—but the dollars-and-cents cost was definitely not small.

Allow me to make three suggestions for your use in your own plant:

1. Eliminate every step you possibly can. The cost of moving a machine or slickrail is much less than the cost of inefficient use of labor.

2. Place every piece of equipment, every garment, every tool or supply within as close as possible reach for the operator.

3. Encourage all your employees to make suggestions for making their jobs easier and less fatiguing. You will find that their suggestions can save many steps and motions. You will also find that it will put satisfaction in their hearts and money in your pocket. ≠ ≠

At Last! ENGINEERING PRINCIPLES APPLIED TO PRESSING MACHINE COVERS

Super-Wear COVERS

made of ASBESTALL

A U. S. Royal Fabric developed by the engineering staff of the Industrial Textile Division of the United States Rubber Company.

Super-Wear **COVERS** have a Special Weave-Construction for high-speed, non-slip garment lays.

Super-Wear **COVERS** have Low Resistance to Steam Flow for faster, drier steam.

Super-Wear **COVERS** have a New Type Pressing Surface for no-shine pressing.

Super-Wear **COVERS** have High Heat Resistance for many months of superior service.

Super-Wear **COVERS** have Safe T-grip No-Knot wire cable cords for easy, repeated use after pad changes.

Super-Wear **COVERS** do not require tying—just draw the Safe T-grip wire cables tight and twist.

Super-Wear **COVERS** provide maximum pad service, since pad breakage due to frequent cover changing is eliminated.

For Better Quality--Greater Production--Lower Costs

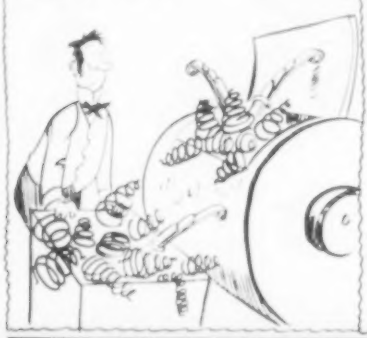
Write for literature and prices to:

GUSTIN-KRAMER COMPANY 74-80 Cummington St., Boston 15, Mass.

When writing to advertisers please mention The NATIONAL CLEANER & DYER

25 YEARS AGO.. MAY, 1925

WISCONSIN CLEANERS REPORT SPRING BUSINESS IS BEST IN HISTORY. CLAIM VOLUME UP 25 PER CENT OVER ANY SPRING IN PAST.



HESS DYEING & CLNG. WORKS, STOCKTON, CALIF. GIVES RADIO TINGE TO IT'S ADVERTISING... GIRL WEARING HEADPHONES FEATURED IN ADS...

"WILL YOUR SON FOLLOW IN YOUR FOOTSTEPS?" ...OLD WORLD CUSTOM DISAPPEARING DUE TO FATHER'S FAILURE TO MAKE THE BUSINESS ATTRACTIVE ENOUGH (MOSTLY IN MATTER OF PAY)

10 YEARS AGO.. MAY, 1940

ARMY MANEUVERS IN SAN ANTONIO AREA DURING CITY'S FIRST SNOW IN TEN YEARS. SWAMPS CLEANERS WITH WORK. ONE PLANT PROCESSED 2,200 PIECES IN 3 DAYS.

SKI CRAZE GROWS IN NEW ENGLAND AND IN NORTH CENTRAL STATES. REMOVAL OF SKI ROSIN STAINS FROM GARMENTS BECOMES BIG PROBLEM FOR CLEANERS IN THESE AREAS.

THE LONG AND SHORT OF THE KANSAS CITY CLINIC. J.E. BLOCK CROOKS LNDRY, IN DAVENPORT 4' 11" AT 106 LBS. AND WALLY BROMAN, SALESMAN, 6' 5" AT 275 LBS !!!

"OFFICE GIRLS"

'BUSINESS GIRL'
OH THE PEOPLE THIS ESTABLISHMENT DOES BUSINESS WITH. LOOKS LIKE ANOTHER READY MADE SUIT

'MISS HURRICANE'
SPINS HER WHEELS, BUT THE JOINT LOOKS REALLY BUSY!

'MISS PERSONALITY'
HERE YOU GET SERVICE IF YOU'RE UNDER FORTY! IN ANY CASE, THE EYELASHES MAKE UP FOR THE FACT SHE CAN'T REMEMBER ANYTHING

'BOSS'S DAUGHTER'
YOU CAN HEAR THE WHEELS GO ROUND. EVERY MAN IS A SALESMAN TRYING TO SEE PAPPY. "POP AIN'T IN" HE WON'T BE BACK TODAY

TODAY! "THE LITTLE SHOP AROUND THE CORNER"

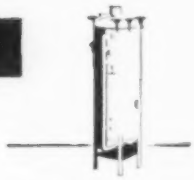
ERUSTO ENERGEX

cleans out dirt like never before

...and here are 4 big reasons why!

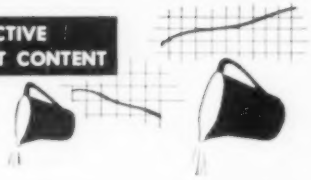
DISINTEGRATES SOIL

FEWER SCRAPEDOWNS



BETTER MOISTURE DISPERSION

HIGHER ACTIVE INGREDIENT CONTENT



Erusto Energex, the energized de-soiler, is an amazingly different dry cleaning compound that gives your garments new lustre and brings delightful satisfaction to your customers! Erusto Energex, a newly-developed product with intense cleaning action, offers you 4 big advantages in one package:

1

The energized components of Energex not only loosen soil, but also have a disintegrating action that breaks down soil into real fine particles. This action explains why Energex digs out dirt from the heaviest woolens and the most fragile silks . . . also dissolves the dulling films on whites and colors.

2

Energex does not contain free fatty acids—therefore odor troubles and unnecessary filter screen scrapedowns are eliminated.

3

Energex will form stock solutions with moisture that are stable for days instead of hours. This increased stability means better dispersion of the moisture in the washer.

4

The high active-ingredient content of Energex gives you a better cleaning job at exceedingly low cost.

Remember . . . Energex has been tested in plants throughout the country. Try it! You'll find that a small amount works wonders!

- Use ordinary solvent clarification methods
- Use in all types of petroleum or synthetic solvents
- Use with ammonia or any present day moth repellent
- Use wherever dry cleaning soap is ordinarily applied

PENN SALT

dry cleaning and laundry products

Pensol • Perchloron • Penozone • Erustocide • Erusto Salts • Erusto Blues • Quaker Blue • Quaker Improved Chlorinated Lime • Erustolin • Erustosol • Erusto Solvent • Erusto Filter Soap • Erusto Synthetic Solvent Soap • Erusto-Cetic • Erusto Oil, Paint and Grease Remover • Erusto Dry Spotter • Erusto Wet Cleaning Soap • Erusticator • Erusto Pre-Spotter • Erusto DDT Emulsion • Erustolax—Trade Marks Reg. U. S. Pat. Off. (Also Penbrite • Energex • Sparkettel)

Progressive Chemistry for a Century

SEND FOR THIS FREE BOOKLET TODAY!

Laundry & Dry Cleaning Dept., Pennsylvania Salt Mfg. Co.
2059 Widener Building, Philadelphia 7, Pa.

Dear Sirs:

Please send me your free booklet, "How to Dry Clean Economically."

Name_____ Title_____

Company_____

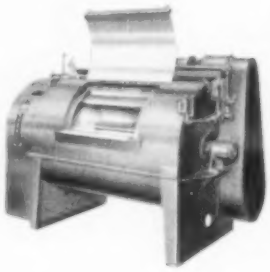
Address_____

City_____ State_____

American

COMPLETE EQUIPMENT FOR ANY

BUCKEYE Washer. Unequalled for fast, quality cleaning. *"Double-Action Cleaning"* flushes solvent 2 ways through load. Double-Embossed cylinder perforations. Also belt drive. Capacities 50 to 300 lbs. dry wt.



GLOBE Washer. Sturdy, low priced. Welded, black iron tub. Stout maple cylinder, reverses automatically, cleans thoroughly. Also elevated loader, or belted motor drive. Capacities—22 to 75 lbs. dry wt.

SOLID CURB Extractor. Famous for economical operation and long, trouble-free service. Monel metal basket with tinned copper covered Mechanite Metal bottom. Also belt drive. Capacities 22 to 60 lbs. dry wt.

40" O.T. Extractor. Low slung for fast loading. Equidistant *"plush"* suspension gives extra smooth operation. Speeds solvent removal from 130 lb. loads. Available with Automatic Brake & Timer. Also 48", 100 lbs. capacity.

63" O.T. Extractor. Mass-producer. Thoroughly extracts 2 or more 125 lb. dry wt. loads an hour. Low set for slide-trough loading from washers. Monel metal basket. Available with Automatic Brake & Timer.

ZONE-AIR Tumbler with Automatic Temperature & Cooling Control. *"Zone-Air Drying Action"* speeds drying, thoroughly deodorizes. Control reduces shrinkage by automatically maintaining preset temperature of drying air. Dbl. motor drive, reversing or non-reversing, or single motor drive. 15, 35 lbs. capacities.

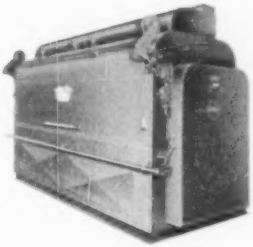
THE AMERICAN LAUNDRY MACHINERY CO.

THE AMERICAN LAUNDRY MACHINERY COMPANY • CINCINNATI 12, OHIO

When writing to advertisers please mention The NATIONAL CLEANER & DYER

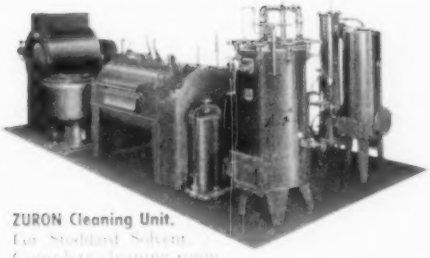
American

SIZE & TYPE CLEANING ROOM



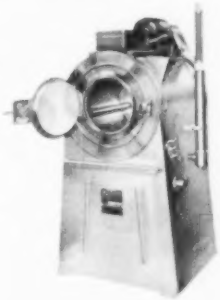
SUPER-SPEED Tumbler. For mass-production, low cost drying and deodorizing. Work and time-saving features. Multiple stress-type fans. Double motor, V-belt drive. 100, 150, 200 lbs. dry wt. cap.

STEAM and AIR Ladies' Garment Finisher. Self-adjusting. Finishes any size and style dress or skirt, including "New Look" and ballerinas. Low working height. Fast, simple operation cuts finishing costs.



ZURON Cleaning Unit. For Stoddard Solvent. Complete cleaning room equipment. Balanced capacities. Available with BUCKEYE or GLOBE Washer. Wide range of sizes.

NOEX Cleaning Unit. For 140° Flash Solvent. Underwriters Approved. Complete, balanced cleaning room equipment. BUCKEYE or GLOBE Washer. Wide range of sizes.



2225 CASCADE Front Loading Washer. Fast "CASCADE" Washing Action" makes wet cleaning profitable . . . saves costly hand-scrubbing. Monel metal construction. Available with explosion-proof motor, also 2-Speed Drive. 25 lbs. dry wt. cap.

17-inch MONEX Extractor. For speedy extraction in wet cleaning department. Monel metal basket and with Automatic Safety Cover. Sturdily constructed for long hard service. 20 lbs. dry wt. cap.

Write Today

for illustrated literature on machines in American's complete line of cleaning room equipment.

World's Largest Manufacturer of Laundry and Dry Cleaning Equipment

When writing to advertisers please mention The NATIONAL CLEANER & DYER

DIRECT-MAIL PATTERN

Careful All-Year Planning and Follow-up Build Volume for Salt Lake City Cleaner

by LON FANALD

FROM a press shop in 1930 to a $100,000 installation today is the growth record of Wasatch Cleaners, Dyers and Furriers of Salt Lake City, Utah. To build his present volume the plant's owner, William J. Marz, has relied entirely on direct-mail advertising. He uses no newspaper space or radio time.

Wasatch Cleaners has the following volume breakdown: general cleaning 75 percent, rug and furniture cleaning 10 percent, fur cleaning and fur storage 10 percent, leather cleaning, hats, and household specials, such as curtains and drapes, 5 percent. One-third of the total volume comes through the plant's drive-in store—two-thirds from four routes which cover the entire city.

Personal letters constitute the bulk of the direct-mail advertising. There are thank-you letters sent to customers bringing new business to Wasatch Cleaners, thank-you letters for fur business, letters where accounts have been closed or have become inactive, letters asking for springtime household cleaning, pre-season fur storage promotion letters, and new-name solicitations. (Several examples are reproduced.)

A great deal of care is given to developing and posting the lists used in direct mailing. The plant has one card-index file for cash customers who are served at the plant. A list is kept for each of the four routes. There is a fur cleaning and storage list which shows what each customer has brought in, what service was given and the cash received. Then there is a special service list for furniture, carpets, leather work and hats.

In sending out the letters Mr. Marz employs a typist who does the addressing at home for 65 cents per hour. The body of each letter is printed to look exactly like typed work, with a facsimile signature. With the correct ribbon the addresser fills in the individual names.

Including printing, addressing and 2-cent postage the letters cost around $40 per 1,000.

Each month 50 prospect letters are mailed out for each route. The routeman and the office manager work together in getting up this list. After the letters have been mailed out the routeman is required to make 12 new calls per week, reporting each call to the manager and checking it off against the month's prospect list. With this schedule each routeman makes 600 calls per year on prospects and reports on 600 letters which have been mailed out.

"This one phase of our campaign," Mr. Marz said, "is worth more to us in new accounts than our entire direct-mail campaign costs. It also enables us to keep our finger on the customer's pulse each week of the year. If there is a trend change or a demand for a new service, we know it immediately."

There is no shortage of fur storage space in the Salt Lake City area. However, with its direct-mail campaign Wasatch Cleaners has been able to fill to capacity its 2,000-coat storage vault every season.

Two customers-list files are kept for fur storage. One list is a card index showing each customer who brought furs for storage, what was stored, the repair or cleaning done and the charge. The second fur list is made up of names reported by the routemen. On each

Top: Wasatch Cleaners drive-in plant is located in residential district in Salt Lake City. Below: William J. Marz is owner and manager of firm.

A SENSATIONAL ANNOUNCEMENT!

Eaton's Liquid HW Soap is taking the industry by storm! It's the perfect all-purpose soap . . . easy to use and economical.

One large cleaner in the East mixed 4 ounces of Eaton's Liquid HW Soap with 8 pints of water and wet-cleaned 30 dresses. He was so enthusiastic about the results that he immediately called his distributor and ordered a 55 gallon drum.

Eaton's Liquid HW Soap is the answer to your wet-cleaning problems.

TRY IT . . . YOU'LL BUY IT!

ORDER FROM YOUR DISTRIBUTOR

Established in the year 1838

EATON CHEMICAL AND DYESTUFF COMPANY

1490 FRANKLIN ST. • DETROIT 7, MICHIGAN • *Canadian Plants: Windsor and Toronto*

When writing to advertisers please mention The NATIONAL CLEANER & DYER

WASATCH CLEANERS DYERS FURRIERS

We have just finished a very fine year in the fur business. A fine year not only because of sales, but because of the friends we have made. Customers who have come to know and appreciate our high class service.

In the conduct of our next season business it will be our earnest endeavor to surpass last years achievements—both in service and workmanship. We would like to have you personally visit our plant and see for yourself all the modern protective features which we offer for your furs.

Our vault, new, specially designed, steel and concrete fur storage vault is far beyond comparison in this area. Without crowding, it will hold 2,000 fur garments in fire-proof, burglar-proof and rot-proof security. You could not find greater protection for your furs anywhere. The modern cooling system is electrically operated and the temperature is constantly kept at the degree which for authorities consider best for the beauty and "health" of your fine furs. The vault is also electrically ventilated and the air is kept clean, fresh and invigorating. Automatic humidity control keeps the air at the perfect degree of humidity...guards against the fur-deteriorating effects of excessive moisture or excessive dryness.

Only experts are employed to inspect, clean, glaze, polarize and repair your furs. You can depend on fur specialists at the Wasatch Cleaners and furriers. We would like to feel that you were going to be one of our regular and pleased customers.

You may bring your furs to our office, or have them picked up by our courteous and bonded drivers at your convenience.

Yours very truly,

WASATCH CLEANERS, DYERS, & FURRIERS

William J. Marz

William J. Marz
Manager

Dear Mrs.

Spring time—house cleaning time is near. In the past years it has been our pleasure to take care of your rugs, carpets, furniture and draperies. May we have the pleasure of serving you again this year?

In our modern plant, your rugs, carpets and furniture will receive our special individual attention. Our professional rug and furniture cleaning methods will remove all deeply imbedded dirt and restore their natural color and reveal the hidden beauty of your rugs.

Let us help you again, just call us on the phone, and we will be happy to serve you. Every possible courtesy will be extended to you in appreciation of your business.

Yours very truly,

Dear Mrs.

We receive so many compliments and expressions of satisfaction with regard to our service that we are particularly concerned if one of our customers has cause for complaint. Sometimes we find that we have failed to satisfy a customer in some detail, but, no complaint having been received at the time, we only hear of it by chance some considerable time after.

Noticing that we have received no orders from you recently, we are anxious to know whether you had any fault to find with the service you have received and to have an opportunity of investigating and rectifying any such accident, no doubt, therefore, appreciate a word from you which will enable us to correct any misunderstanding. If, as we sincerely hope, you have found every reason to be satisfied with the way in which your orders have been executed, may we not carry out some further service for you now?

Your reply, however brief, will be regarded as a favor and we shall be grateful to you for your courtesy.

Yours sincerely,

WASATCH CLEANERS, DYERS, & FURRIERS

We wish to express to you our thanks for letting us store and care for your furs the past season. It was indeed a pleasure. We hope you were entirely pleased and satisfied, so we may have the pleasure of serving you again. We would be very happy to know that you were pleased enough to recommend us to your friends.

In the conduct of our next season business it will be our earnest endeavor to surpass last years achievements—both in service and workmanship. We would like to have you personally visit our plant and see for yourself all the modern protective features which we offer for your furs. In a short time it will be necessary to give your coat[illegible] the attention this features.

Our vault, new, specially designed, steel and concrete fur storage vault is far beyond comparison in this area. Without crowding, it will hold 2,000 fur garments in fire-proof, burglar-proof and rot-proof security. You could not find greater protection for your furs anywhere. The modern cooling system is electrically operated and the temperature is constantly kept at the degree which for authorities consider best for the beauty and "health" of your fine furs.

Fast, dependable delivery service has been our aim for more than fifteen years. Today, with a city-wide delivery fleet on the job — and our large, new plant in full operation — we are prepared to offer the best service ever.

The Wasatch deliveryman who serves your neighborhood can now give prompt, efficient attention to all your cleaning and storage requirements. Here's a check-list of our Wasatch pick-up and delivery services he can arrange for you.

1. Improved Dry Cleaning and Dyeing: Expertly done by experienced workmen in one of the world's best equipped cleaning plants.

2. Mothproofing: New process, guaranteed for ten years. Effectively protects the garment without damaging the fabric.

3. Waterproofing: Keeps apparel water repellent in spite of the weather.

4. Fur Cleaning: Our newly equipped fur cleaning department is staffed by trained craftsmen. Nationally known methods and materials used exclusively.

5. Rug and Furniture Cleaning: Skillfully done in a separate building designed for inexpensive cleaning operations (drapes, curtains, fabric-covered furniture, rugs, and other household furnishings).

6. Year-Round Storage Facilities: We stand scientifically-designed storage units for furs or summerweight apparel, depending on the season.

We add life to your garments and home furnishings by using these six protective services, and enjoy the extra convenience of home delivery, telephone helpers. One of our courteous, qualified drivers will call with full information about any of our facilities, and will kindly arrange storage and delivery service to suit your needs.

Sincerely,

Form letters ready to be addressed. Top: Soliciting new for storage or cleaning. Above: For storage thank-you. Top right: Spring cleaning letter to regular customers who usually appear. Right center: Letter to inactive or missed customers. Right: Specific service hand for prospects.

prospect call the routeman asks about furs to be stored and gives out a booklet on Wasatch fur storage.

Thirty days before the fur storage season opens a letter is sent to every name on this combined list (approximately 5,000 letters. Two types of letters are used—one for the customer and one for the new account solicitation.

Early in March each year 10,000 letters are mailed out on spring cleaning rugs, drapes, slipcovers and other household items. Around 5,000 of these letters go to established customers and 5,000 to new names. The prospect list is worked up from names furnished by routemen on new calls, and from a check with the city directory.

According to Mr. Marz, there are a number of things to remember if you want results from a direct-mail advertising campaign.

1. The lists must be kept up to date, divided as to special services, and each card must carry full information as to kind and volume of business.

2. Letters must go out regularly just as newspaper advertising must be used regularly if good results are to be obtained. It is the constant pounding with personal-type letters that eventually gets the business.

3. Special letters must be drafted covering special services and there must be seasonal letters. The straight form letter asking for business has little appeal.

4. Last but far from least, don't forget the thank you letters. A good "thank you" goes a long way in making a permanent customer out of a chance account. ☆ ☆

CASH-IN ON BIG-PROFIT

UPHOLSTERY CLEANING

HILD System
RUG CARPET AND UPHOLSTERY CLEANING EQUIPMENT & SUPPLIES

$7 TO $10 PROFIT ON AVERAGE JOB

EVERY HOME NEEDS THIS SERVICE! START AN UPHOLSTERY CLEANING DEPARTMENT WITH A DOWN PAYMENT OF ONLY $150

Upholstery shampooing offers you a chance to make big money and lots of it. Every housewife would like to see the bright color and lustre revived in her dull, dirty upholstery. With the HILD System you can do a top-notch job . . . either "on location" or in your plant. You can charge enough to make a handsome profit. It's a business that will grow rapidly from year to year. And think of it! You can get started in this big-profit business with a cash down payment as low as $150!

SHAMPOO CARPETING "ON LOCATION"

With the same HILD Equipment used to clean rugs, you can also shampoo tacked-down carpeting "on location." This type of work pays a profit of 2c to 5½c per square foot . . . adds extra value to your investment in HILD Equipment.

HILD HELPS YOU GET BUSINESS

Business from your present customers will give you a flying start. Aggressive advertising will win new customers . . . among home owners as well as stores, theaters, hotels, apartments, etc. HILD makes it easy for you to advertise at small cost. Striking newspaper ads, radio announcements, post-cards, circulars printed with your name and address and many other Sales and Advertising Aids are available for your use. Don't miss this timely opportunity! Send for complete information today!

START A RUG CLEANING DEPT.

Heavy money-maker! With HILD Equipment you can clean rugs in your plant and earn $7.12 to $8.50 profit on the average 9 x 12 rug. Check the coupon for complete information.

GET THE FACTS! MAIL TODAY!

HILD FLOOR MACHINE CO.
740 W. Washington Blvd., Chicago 6, Ill.

Please rush complete information about HILD System Upholstery Shampooing.

I am also interested in — Rug Cleaning — On-Location Carpet Cleaning.

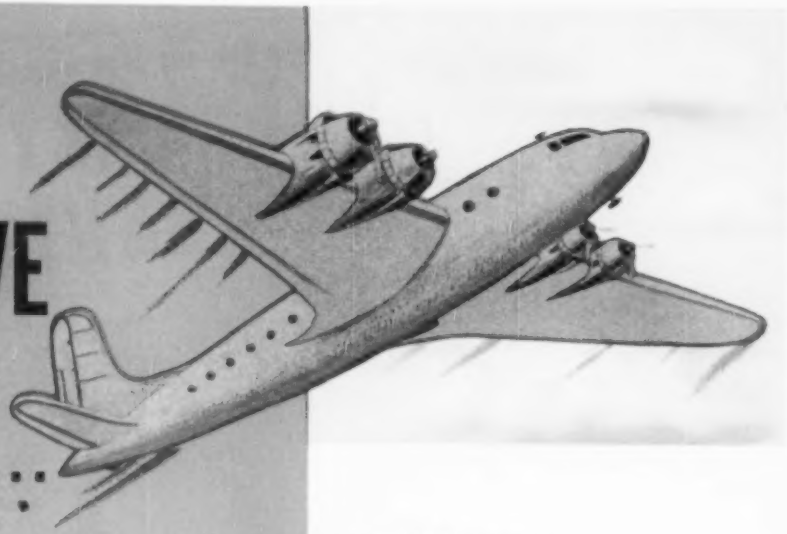
Name

Address

City State NCA

When writing to advertisers please mention The NATIONAL CLEANER & DYER

HIGH ABOVE ALL....



CARRY YOUR CLEANING ROOM PROBLEMS

Safely, Speedily, Economically

LET NEW C-50

NEW

C-50

CONCENTRATED DRY CLEANING SOAP

by NU-PRO

NEW C-50

There's none so new, so potent . . . **C-50** is an innovation in Dry Cleaning Soaps . . . greater speed, tremendous savings, easier handling, all with top efficiency.

Increases Efficiency SAVES TIME . . . SAVES MONEY!

When writing to advertisers please mention The NATIONAL CLEANER & DYER

- C-50 is approximately 6 TIMES as strong as ordinary Dry Cleaning Soaps.
- C-50 is 40% less costly.
- C-50 will pick up 25 TIMES its own weight of water and still disperse in the solvent.
- C-50 can be used with Stoddard Solvent or 140F and chlorinated solvents.
- C-50 is non-inflammable.
- C-50 is more economical all the way around.
- C-50 solves storage. Packed in gallon jugs. No drums to take up valuable space.

USE NEW C-50 ...THE MODERN WAY TO HANDLE DRY CLEANING SOAP OPERATIONS!

NU-PRO MANUFACTURING CO.
2918 WASHINGTON AVENUE • ST. LOUIS 3, MO.

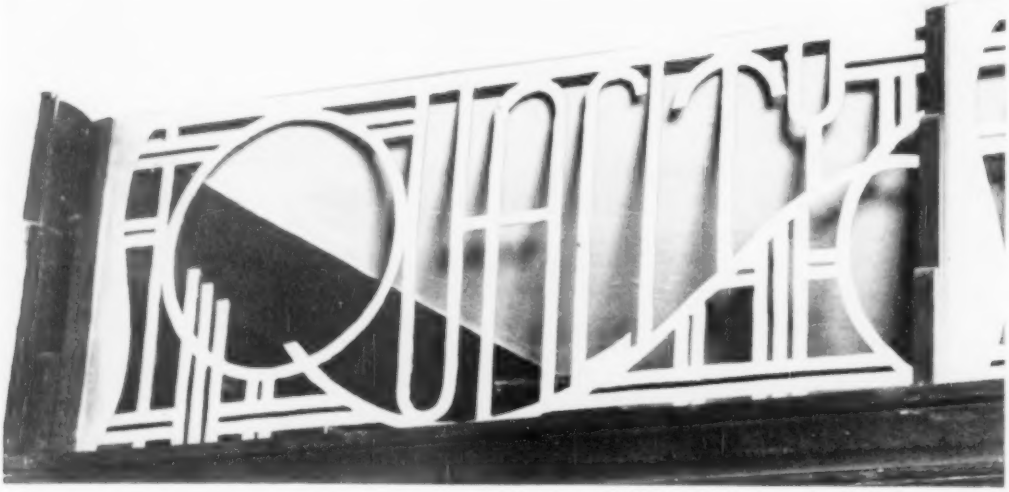
ORDER TODAY AND BILL THROUGH YOUR NU-PRO JOBBER

When writing to advertisers please mention The NATIONAL CLEANER & DYER

STEP-SAVING SPECIALIST

AMONG the many masters of gadgetry in the dry-cleaning business, a place at the top of the list should be reserved for G. B. Gillespie, owner of Quality French Dry Cleaners at Laramie, Wyoming. The photographs give some idea of the many devices, each simplicity in itself, that save steps and help improve service at his attractive plant. ★ ★

Above: Ebony tile, stucco make unusual 36-foot front of Quality French Dry Cleaners, Laramie, Wyoming. Windows are outlined in white, with white neon tube inside frame. White-bordered black-glass door is set in double circle of white. Front section under sign is set off by vertical and horizontal triple lines. Reflector tubes beneath white neon sign shine down on front. Below: Above store counter 3-foot sections come 24 inches down from ceiling, with QUALITY in cut-out letters. At first, Mr. Gillespie says, customers don't notice sign, but when they do they keep talking about it. (*Picture story continued on page 64*)



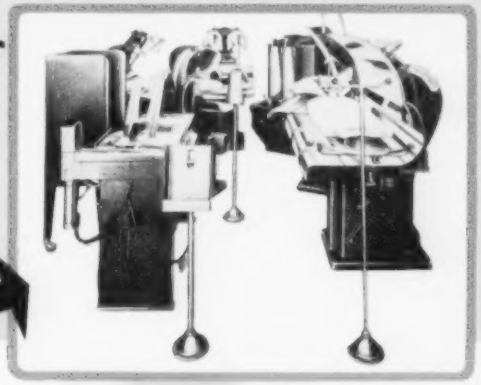
DRYCLEANERS! Here's the Finest Fast Shirt Finishing for '50!

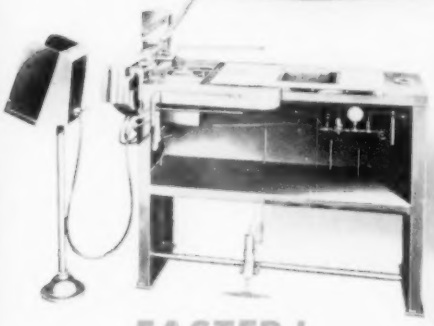
New! **PROSPERITY®**

2-GIRL

DAVIS SHIRT UNIT

The unit you've been waiting for!





FASTER!

Automatic SHIRT FOLDING MACHINE

And now . . . an Automatic Folding Machine that keeps pace with Prosperity's accelerated shirt finishing unit . . . the faster and finer folding by this machine completely eliminates the shirt-folding bottleneck.

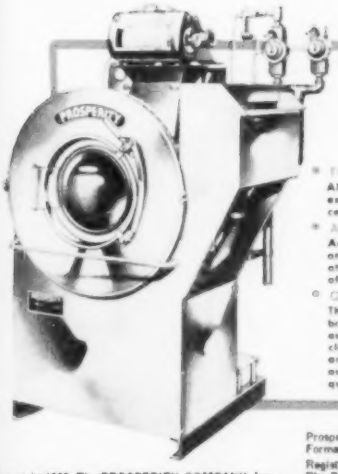
FINER!

New CABINET-TYPE SLEEVE PRESS

Again . . . Prosperity demonstrates leadership in finer and faster finishing tools. Not only does this superb sleever earn more per operator-hour for you . . . but for the first time customers' shirts have a bosom finish on sleeves and the all-over appearance of the finest "shirt-makers" hand finishing.

The DAVIS SHIRT UNIT gives you—

- Over-lap quality pressing of entire shirt
- Over-all bosom finish on sleeves
- Smooth, form-fitting shoulders and yokes, without creases
- Perfect 2-girl balance of work



PROSPERITY *Fully Automatic* 20 LB. WASHER

- FORMATROL® Operated
  All loads quality-washed according to management's exact formulas. 59 out of 60 washing operations in successive, automatic sequence.
- Adds Supplies Automatically
  Adds powdered and liquid supplies, in measured amounts, at proper time in washing cycle, without attention from washman. No omissions, errors, waste of supplies.
- Quality Shirt Washing
  Thorough washing and clear neutral rinses. Shirts bright and white, never yellow under presses. And the automatic washing cycle is FAST! Adaptable to all wet cleaning. ONE GIRL can mark, wash, extract starch and sort a large volume of shirts, because Prosperity automatic washing affords "free time" as well as quality control.

Get Started Right for SHIRT PROFITS!

Shirt finishing pays off and has always increased the volume of drycleaning . . . Shirt customers are drycleaning customers. Prosperity has the experience and equipment for faster and finer service in shirts.

Mail This Coupon Today!

The PROSPERITY COMPANY, Inc.
2135 Erie Blvd., E., Syracuse, N. Y.

- ☐ Send information on DAVIS SHIRT UNIT
- ☐ Send information on 20# FULLY AUTOMATIC WASHER
- ☐ Have your Representative Call

Company _____

Address _____

City _____ State _____

My Name _____

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Formatrol ®
Registered trademarks of
The PROSPERITY COMPANY, Inc.

PIONEER MANUFACTURERS

The PROSPERITY COMPANY, Inc.

AUTOMATIC PRECISION PRODUCTION TOOLS for LAUNDRY and DRYCLEANING PLANTS

Main Office and Factory, Syracuse 1, N. Y.

Sales, Service and Parts in Principal Cities

Trademark PROSPERITY Reg. U. S. Pat. Off.

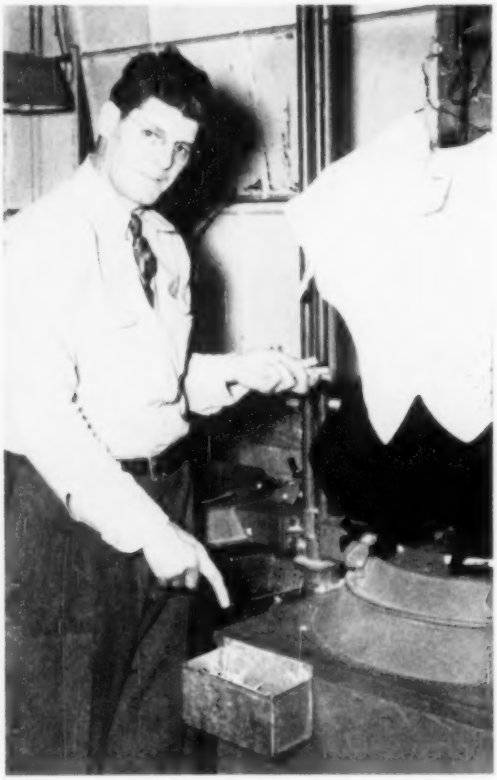
Direct Sales Made by Wholly-Owned Subsidiary The PROSPERITY COMPANY, Inc. (a Delaware Corporation)

(Continued from page 62)

Right: To save steps at the hat blocking table puff iron set was mounted to right of center near rear of table. Unit has floor pedal. Mr. Gillespie explains how hats are steamed on puff iron instead of over steam pot

Below left: Under bag hanger is floor frame 24 by 30 inches, 3½ inches from floor, mounted on four rubber-tired rollers. This dolly is used for packaged hats, bundles, etc., can be pushed aside with foot without bending. Several larger dollies of same type are used through plant, help enforce strict rule of no package, bundle or litter on floor

Below right: Small metal box for clothespins is placed at each windship, coat and dress steamer. Boxes are 4 by 8 by 4 inches; ¾ inch at back is extended so box can be attached with metal screws. (Picture story continued on page 66)



"A Flick of the Wrist... Adjusts the Bag"

Adjusta-Form

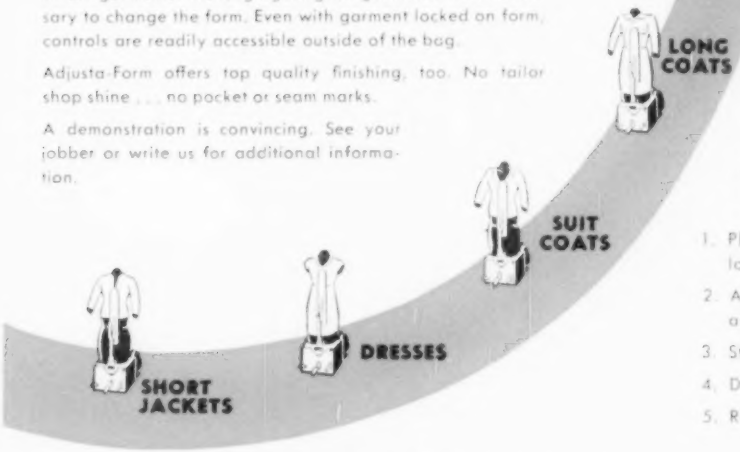
THIS SINGLE UNIT HANDLES ALL GARMENTS

In large plants and small plants, the amazing Adjusta-Form is setting finishing room records. The tremendous production of this versatile steam-air finisher is due to the ease of adjusting the bag for a suit coat, long coat, short jacket or dress.

With three controls, the Adjusta-Form is correctly shaped to fit all garments. No segregating of garments. Not necessary to change the form. Even with garment locked on form, controls are readily accessible outside of the bag.

Adjusta-Form offers top quality finishing, too. No tailor shop shine . . . no pocket or seam marks.

A demonstration is convincing. See your jobber or write us for additional information.



SIMPLE OPERATION

From the very first day, an operator becomes skillful and productive on the Adjusta-Form. Only five simple steps . . .

1. Place garment on form and lock with garment holder.
2. Adjust form to fit the garment and insert miniature sleevers.
3. Steam garment.
4. Dry garment.
5. Remove garment.

ENGINEERED AND MANUFACTURED BY

WICHITA PRECISION TOOL CO., INC.

450-E NORTH SENECA • WICHITA 12, KANSAS

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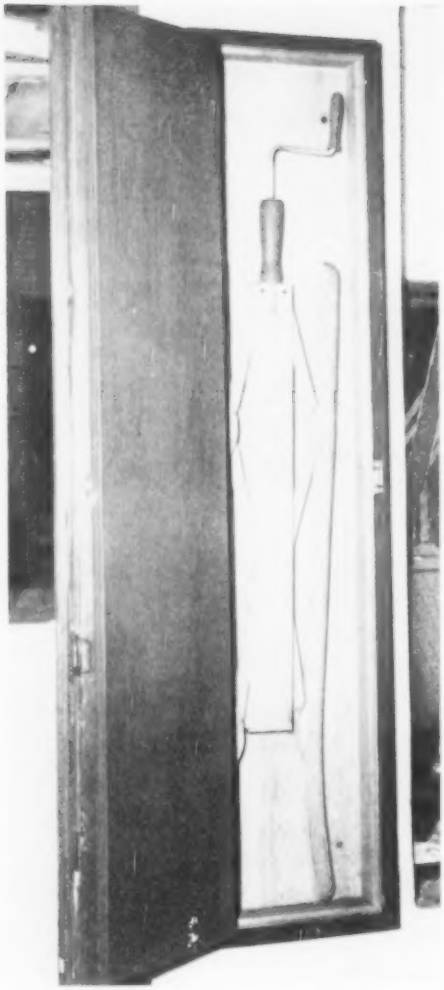
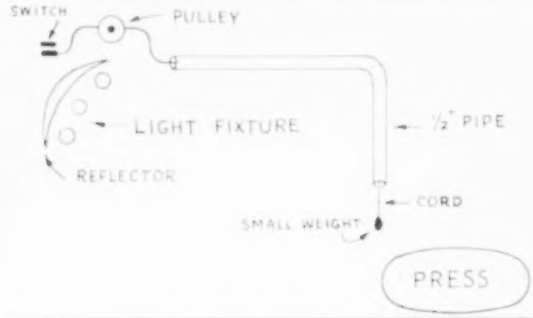




(Continued from page 64)

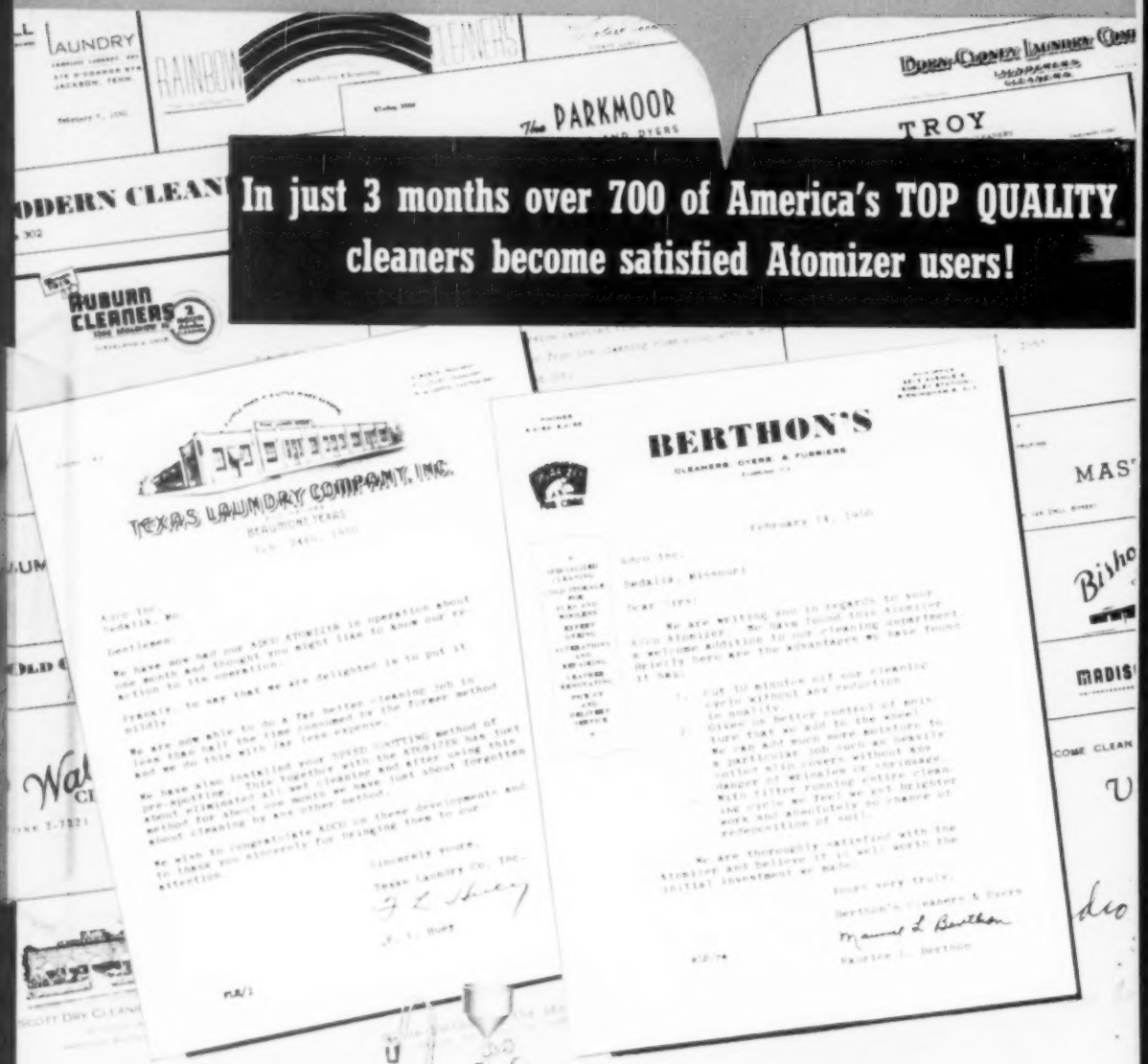
Above: To save space, help enforce no-litter rule, finishing room has four of these wall cabinets: two for small pants stretchers, two for frequently needed tools, fuses, plugs, etc. Cabinets are 30 by 11½ inches, extend out 2½ inches. Cases not only save space but keep contents dust-free. Top right: Hamilton Gillespie with safety-pin holder made from section of ¼ inch pipe and two metal holders for soap dishes. Base of pipe is fastened to puff-set base on utility press. Pipe extends up, is bent in shape of inverted "L" and pin containers fastened to arm. Every press in plant has one of these pin holders. Center right: To save steps in turning lights on and off at wall switches, fishing cord, with small ceiling pulley, is run through ½ inch pipe. Pipes come down at press locations with small weight at end of hanging cord; operator can turn light on or off without leaving press. Right: Enveloped hats are hung on line. Two wall brackets hold picture-frame wire threaded through springs of clothespins. Similar hangers at drivers' racks and assembly

eye appeal
Your customers want it... 400 gives it! Their favorite outfits come out of a 400 'Food for Fabrics' dry cleaning with the fresh feel, the bright look of brand-new. With eye-appeal... the look they look for! *Only 400* contains this patented 'Food for Fabrics' ingredient!
1 400's patented 'Food for Fabrics' ingredient restores vital natural oils to every type of fabric.
2 400's maximum efficiency means minimum labor costs...less spotting finishing, wet cleaning.
3 400's wide 'margin for error' lets inexperienced help do expert cleaning.
4 400's positive moisture control insures perfect cleaning... any climate, any time.
400
LIQUID DRY CLEANER
Adco, INC., SEDALIA, MO., U. S. A. - *Manufacturing Chemists Since 1908*

A PRODUCT IS KNOWN BY

ADCO... the originators of SPEED SPOTTING and 40 (SLOP SPOTTING)

In just 3 months over 700 of America's TOP QUALITY cleaners become satisfied Atomizer users!



BETTER QUALITY, FASTER!

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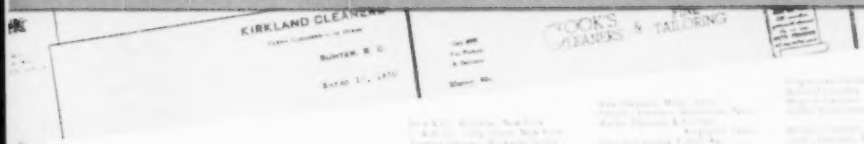

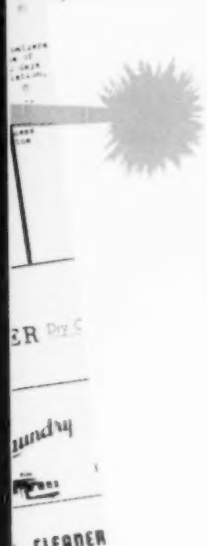

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ASSOCIATION NOTES

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Texas Rug Cleaners Meet: Forty Texas rug cleaners met on March 25 at Dallas as guests of the Dallas members of the National Institute of Rug Cleaners. Principal speaker and guest of honor was Osgood Wells, retiring NRC executive secretary, who emphasized the need for collective effort through both national and local associations in promoting rug cleaning services. NICD President T. E. Milholland of Dallas, NICD Managing Executive Norbert Berg and Dr. Dorothy S. Lyle, director of consumer education for NICD, who were in Dallas for the Texas drycleaning convention spoke briefly at the luncheon.

The attending rug cleaners visited the rug and upholstery cleaning plant of the American Rug Services and Superior Rug and Carpet Cleaning Co., owned by NRC Director William F. Kieschnick. After a tour of the Superior plant a three-hour meeting was addressed by Mr. Wells and by NRC members W. F. Kieschnick, F. E. Howell, Paul L. Meisenbach and K. K. Meisenbach.

☆ ☆

Arrangements for British Convention: American drycleaners who are planning to attend the first postwar British drycleaners' convention may obtain blanks for arranging accommodations from F. W. Bridges & Sons Ltd., Grand Buildings, Trafalgar Square, London, W. C. 2, England, which is organizing the exhibit. The first laundry and drycleaning exhibit to be held in England in 12 years, it is being promoted by the Society of Laundry Engineers and Allied Trades Ltd., and sponsored by the National Federation of Dyers and Cleaners, the Institution of British Launderers Ltd., and the British Launderers Research Association. Dates are September 28 to October 7 of this year.

Anyone interested in the first meeting of the International Laundry Congress which will also be held in London in September, can obtain details from General Secretary of the Institution of British Launderers Ltd., 17, Lancaster Gate, London, W. 2, England.

☆ ☆

Local Meetings: Fabrics buyers from the San Antonio department stores were guests of honor at the March dinner meeting of the **South Texas Cleaners & Dyers Association**. In the absence due to illness of President Walter Pope, the vice president, J. A. Smith presided. The principal speaker was J. V. McGaughey, general secretary of the San Antonio Chamber of Commerce, whose subject was "The Drycleaners and Public Relations." The purposes of the training program of the Veterans Administration were explained by Harry M. Melton, training officer. Mr. Smith appointed Charles Butte and Raymond Bowell as a committee to study the project.

About 60 drycleaners were guests of the **Drycleaners Guild of Greater Harrisburg** (Pennsylvania) at a recent meeting at which a special program on telephone courtesy and methods was presented by the Bell Telephone Company and the Pennsylvania Association of Dyers and Cleaners. A telephone-company film was followed by a playlet, with Mrs. Virginia Preston and Mrs. Ruth Seibert of Model Services, Harrisburg, acting out the difference between trained and untrained telephone operators.

Over 200 members of the **Illinois State Cleaners and Dyers Association** attended a meeting at Benton, arranged by Mrs. Ruby Smith and Leonard Ross of Immediate Cleaners. Drycleanability of various types of fabric was discussed by a Wallerstein Company representative, and an NICD staff member gave an illustrated talk.

Members of the **Pueblo (Colorado) Dry Cleaners Association** held a dinner in honor of Mrs. E. J. Peck, retiring owner of Wardrobe Cleaners. During a business session Homer Abel was named secretary to succeed Avery Wyndle and Tony Venuto was named to the board of directors.

Methods of educating the public on unserviceable fabrics were discussed at a gathering of about 60 drycleaners meeting at **Richmond, Indiana**. The featured speaker was Herman Ermisch of Terre Haute.

☆ ☆

Local Elections: The **Cooperative Cleaners and Dyers Association** of Santa Clara County, California, has chosen Mario Duino of San Jose as president, Clayton Lewis vice president and Don Hall treasurer. Wes Strans was reelected executive secretary. Directors for the coming year include Sam Alaimo, Armand Heymann and Mark True of San Jose, Jack Gardner, Burlingame and Jim Wright, South San Francisco.

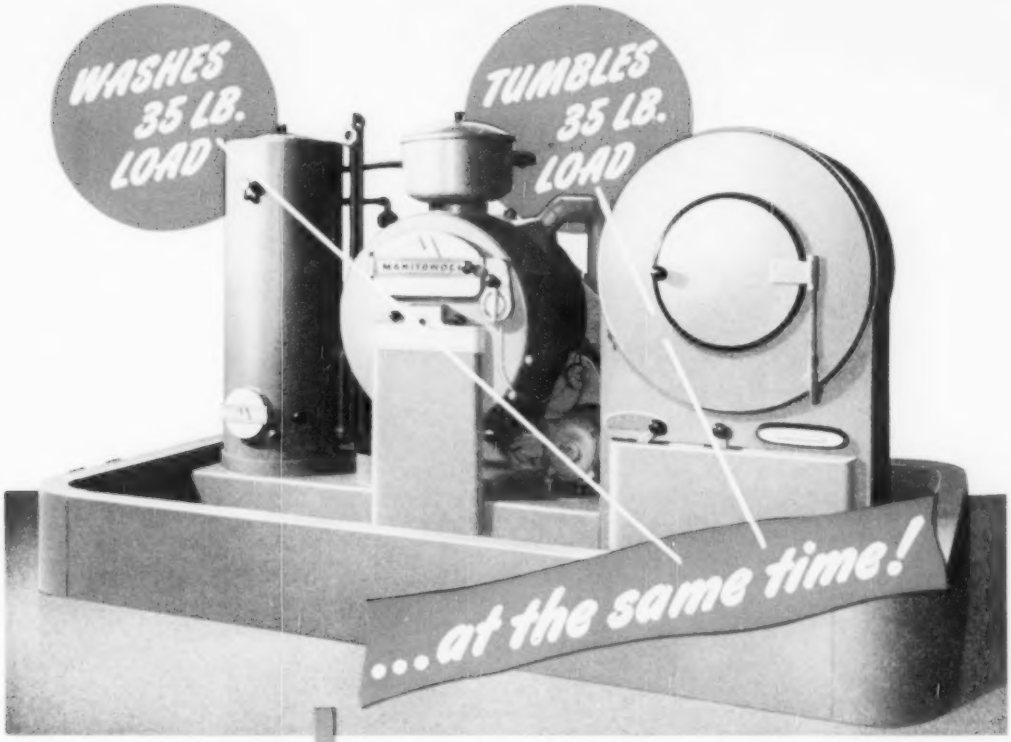
James Burlakos has been elected president of the **Buffalo (New York) Cleaners Board of Trade**. Other officers are William Clark, vice president, Arthur Ricketts, secretary, Harold Ehrenreich, treasurer, and Harry Kirshner, executive secretary.

The **Neighborhood Cleaners Association of Western New York**, with headquarters in Buffalo, has chosen the following officers: Edward Hawks, president, Sol Schwartz, vice president, Harold Miller, treasurer, Robert Wark, secretary, and Edwin Wind, chairman of the program committee. At its March meeting the group discussed proposed legislation affecting drycleaning plants.

☆ ☆

Rhode Island Joins the Press: The young Associated Cleaners of Rhode Island has launched its own "trade paper," a monthly bulletin containing news of the industry throughout the country as well as items of local interest. Vol. 1, No. 1, of *The Cleaner*, which appeared on March 15, contained eight pages and read like a professional job.

Reviewing the activities of the association during its first year, the paper reported success, through its



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105 POUNDS PER HOUR

Manitowoc double drum design provides maximum capacity per dollar of investment. Washer-extractor drum holds 35 lbs., and since recovery tumbler with equal capacity is operated simultaneously, total capacity is doubled. Operating on a 20 minute wash-extract cycle, and a 20 minute recovery cycle, results in 105 lbs. of finished dry cleaning per hour.

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TUMBLER SOLD SEPARATELY—$1150 f.o.b.

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PRICE INCLUDES

1. Factory planned installation and complete operating instructions.
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3. One year guarantee against defective parts and workmanship.

*Price quoted on three phase current, single phase $45 extra.

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representative on the Advisory Committee for the state's new safety code, in modifying many provisions to make it easier for smaller cleaners to comply. Enforcement of the code will be gradual, it was reported, starting with a statewide survey of conditions in plants, followed by an educational campaign.

The Cleaner also reported on the setting up of a program of cooperation between the association and department store buyers. It is proposed to hold joint meetings featuring speakers on various technical subjects.

: :

Oklahoma Public Relations: The public relations committee of the Oklahoma State Association of Cleaners and Dyers is preparing a film of the drycleaning industry, to be presented in conjunction with talks by members before civic groups, women's clubs and similar organizations. The committee is also gathering material for the preparation of the talks.

The chairman of the committee, whose appointment was recently announced by Dean T. Layton, president of the association, is J. E. Howe of Bartlesville.

: :

"Well, I finally got around to putting up an organization chart."

Canadian Activities: Plans for the coming year were discussed at a meeting on March 30 of the officers and directors of the Canadian Research Institute of Launderers and Cleaners. Present for their first executive meeting were two new directors: Joe Gibson of Toronto, new Ontario regional director, and Georges Proulx of Ville St. Laurent, new Quebec regional director.

The combined Toronto-Hamilton group meeting, held April 1, drew an attendance of 108.

At a meeting of the Hamilton Division of the Dry Cleaners Institute (Ontario) held April 3, J. Koskie of Dollar Cleaners & Dyers Ltd. was elected chairman of the division. A. B. Wright of City Laundry Hamilton Ltd.-Dry Cleaners was elected secretary-treasurer, and H. Fotheringham of Langley's of Hamilton Ltd., J. W. Balte of Vogue Cleaners and J. Steinberg of Dale Dry Cleaners were elected to the executive committee. Mr. Koskie will continue as a member of the board of governors.

On the "Share the Wealth" program broadcast March 18, Don Williamson, CHI president, represented the drycleaners and launderers of Canada in an interview. The program is sponsored by Colgate-Palmolive-Peet Company.

N. I. C. D. NEWS

Plan for 1951 Convention: President T. E. Millholland has announced that the 42nd annual convention of the NICD will be held in Atlantic City, N. J., February 4 through 7, 1951. The convention and exhibit will be held in the Convention Hall on the celebrated boardwalk. Atlantic City is well known for its hotel and convention facilities.

Mr. Millholland has also announced that even at this early date plans are under way for the 1952 convention and exhibit, which may be held in St. Louis.

: :

New Booklet for Consumers: The NICD reports that to replace its popular booklet, "You and Your Drycleaner," which has been out of print for a year, it now has prepared for members a rewritten and enlarged booklet called "The ABC's of Drycleaning."

: :

New Educational Bulletins: The NICD has begun publication of a new series of bulletins prepared especially for home economics teachers, schools and colleges. The first, sent to a list of about 400 teachers, discusses the construction and drycleaning of Matelassé and Satlasé fabrics, and includes sample swatches. Further bulletins dewalling new fabrics will be issued at regular intervals.

While these new educational bulletins will not be sent to members, they will be made available to those who wish to use them to pass on to buyers and adjustment departments in their local stores.

: :

Dr. Lyle at Oklahoma: The guest and featured speaker at the directors meeting of the Oklahoma State Association of Cleaners and Dyers, held at Oklahoma City March 19 and 20, was Dr. Dorothy S. Lyle, director of consumer education for NICD. Dr. Lyle addressed the dinner meeting on March 19 and was the featured speaker on the program the following day of a Better Business Bureau meeting with local retail-store buyers. On March 21 Dr. Lyle was interviewed by John Draper of the Better Business Bureau on a local television broadcast.

: :

NICD Represented at Technical Meetings: George P. Fulton, NICD director of research, attended the annual meeting of Committee D-12 (Soaps and Detergents) of the American Society for Testing Materials, held at New York City on March 22. Mr. Fulton is chairman of a subcommittee on drycleaning soaps and detergents, which reported cooperative work on flash points of drycleaning soaps and on determination of

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--finest dispersion of moisture.

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moisture. Mr. Fulton was reelected to the Advisory Committee of D-12.

Dr. J. C. Alexander, chief chemist of the NICD, represented the Institute at the meeting of Committee D-13 on Textiles of the American Society for Testing Materials, held in New York City March 15-17. It was reported at the meeting that the Rayon Yarn Producers Group has agreed to restrict the definition of rayon to regenerated cellulose and that yarns of cellulose acetate should have some other designation. Members of a subcommittee of D-13 voted for a tentative name of "acetate" for cellulose acetate yarns. This nomenclature varies from present Federal Trade Commission requirements.

# #

Publicity on Pleats: In view of the current fashion importance of pleated garments, a recent promotion release of the NICD is devoted to that subject. The release advises buyers to choose 100 percent nylon for permanent pleats that will hold their shape and require only touch-up treatment after cleaning. It also advises having pleated garments drycleaned, even if they are advertised as washable, for both cleaning efficiency and professional finishing. Consumers are also advised to study the construction of pleated garments, which will sag if they are not cut on a true bias before pleating.

# #

Graduation of 73rd Class: On March 24 the 73rd class of the NICD general course completed its twelve-week studies. John P. Gray, director of education, presented diplomas to the 169 students. Calvin H. Rule of Rockford, Tennessee, was awarded the scholarship certificate for the highest average.

John Gray (left) presents scholarship certificate to Calvin Rule

Officers of the 73rd class were: president, R. V. Grieb, Silver Spring, Md.; vice presidents, W. F. Eck, Sacramento, Calif.; M. Sherman, St. Louis, Mo., and C. R. Sonnemann, Auburn, Wash.; secretary, Mrs. A. M. Hinkle, Lander, Wyoming, and treasurer, R. M. Nelson, Ithaca, N. Y.

The 73rd class presented to the Alumni Society a check for $140.50 toward the Alumni Building Fund for student dormitories.

Graduates of the 73rd Class: Otto J. Adams, Clifford G. Anderson, William E. Ankenbrandt, John P. Arnos, Austin H. Arrachon, Anthony Avello, Arlo L. Babcock, Floyd Vernon Barbour, John C. Berger, James P. Bataglia, Alfred E. Beaurkamin, Joseph A. Beaulieu, Jr., William R. Becker, James Calvin Belk, Carter J. Benson, Robert Bernstein, Murray Blumenthal, Homer M. Bonnen, William E. Boone, Stanley Borkowski, A. Arthur Bouin, Bartow B. Bradley, Sanford H. Brown, Armand D. Campbell, Burles H. Campbell, Gordon E. Carlson, Andrew M. Carr, Louis M. Castelucci, Norman L. Cavanaugh, Roy J. Cerkanka, Belle F. Chadwick, Jr., John J. Clare, Harry W. Clark, Jr., John T. Cole, Robert M. Costello, Earle B. Crabgh, Leslie Crisler, Leo S. Cursell, William J. DeBlock, Malcolm H. Deobreader, Raymond A. Dextraze, Salvatore J. DiTuzzi, John J. Doherty, Edward F. Drennan, Earl D. Drathler, William F. Eck, Albert R. Elby, Walter W. Elledge, Jerome S. Epstein, George W. Evans, Earl E. Fahey, Eugene Ferber, Eugene Farm, Raymond G. Fitz, Philip Fromm, Robert K. Gardner, Joseph M. Gaudio, Robert Gelfand, B. Bernard Gender, Lewis Gerganoff, Bertrand F. Goldberg, Stanley Greaves, Robert V. Grieb, Harold W. Grimes, Clyde N. Groves, Sol Gutteapler, Forrest M. Hale, Ronald A. Hain, Howard Hanselman, James K. Hawley, Charles L. Heil, Ray Henderson, George F. Hershow, James F. Hight, Mrs. Alys M. Hinkle, Karl H. Hoellerich, Eugene T. Hoggatt, James C. Holmes, Corry A. Hopkes, Jr., Carl R. Howard, Glenn J. Hull, Gordon W. Janteen, John A. Jelsah, Herbert W. Johnson, Robert Juliani, Edward O. Kalicka, H. Jack Katzenstein, Frank L. Key, Sam Kiger, Elmo J. LaBouve, Jr., Robert Lake, John D. Lee, Robert C. Leonardo, John L. Lepak, Kenneth E. Lockhaw, Carl W. Lund, John S. Malmonte, Russell T. Mason, Joe A. Marshall, Boyle Martin, William P. Martin, James D. Mauty, Ira Mason, Wallace W. Mastellier, T. Edward Mazujian, Gerald F. McGoff, Truman H. McHatten, Saul Meshekel, George Michaels, Charles Miller, Daniel E. Miller, Roger J. Mitchem, Kenneth G. Mohney, Ralph A. Molaro, Robert J. Mondick, Robert E. Moshione, Raymond F. Mrozek, George H. Mueller, Robert M. Nelson, Mrs. Etta V. Newberry, Curtis A. Nye, William Edward Otte, Francis P. Parker, Robert J. Perry, Harold C. Pedersen, W. Nathan Peery, LeMar Price, William W. Queen, Theodore A. Rabeno, Miss Esther S. Rust, Ernest A. Riley, Louis R. Rivas, James L. Roberts, Kenneth L. Robinson, William F. Rogers, Rudolph A. Rosen, Jr., Calvin H. Rule, L. Darrell Schaller, George J. Santel, Morris Sherman, Robert L. Short, Robert E. Siebeking, Frank Simonetti, Lawrence Sirois, Charles R. Sonnemann, Charles A. Speedy, John E. Springhorn, Frank Sroka, Curtis E. Stites, C. V. Stowell, Charles J. Swibold, Blaine R. Theobald, Kenneth E. Theobald, Rene E. Thibault, Robert W. Thomas (Tom), Robert W. Thomas (N. H.), Robert L. Tollinger, Tohor Topalian, Carl K. Troy, Howard Turner, Harold Uddenberg, Nick Varekamp, David M. Vermeiten, Nelson E. Wallworth, Roy E. Warmedahl, Thomas J. Weller, Richard O. Weyer, Jordan O. Woodard, Richard T. Wright, Dwayne D. Yost

SOAP INJECTORS

Is it reasonable to assume that putting drycleaning soap or a soap and water emulsion in the washer through an injector will improve soap efficiency?

If the soap or detergent makes a proper emulsion with water which will disperse in cleaning solvent like milk in water, will air or steam pressure improve the dispersion? Results obtained with simple drip injectors deny the need for air or steam pressure and drip injectors can be made for less than $5.00.

It is a convenience to use the soap injector and it shortens the running time if the soap and water emulsion is injected slowly enough to permit continuous filter operation and as a general rule the soap emulsion should be added over a period of seven to ten minutes, which is easily controlled by a valve in the line to washer.

A simple installation is to run the pipe from the soap receptacle to a fitting in the pipe running from filter to washer but a more efficient hook-up is to a drip pipe inside and across front of the washer just below the lid opening. The latter ensures even distribution in the solvent and prevents picking up most of the water by garments in one end of the washer.

Minimum running time should be 25 minutes, and longer for silks or when filter capacity is low, for solvent must be crystal clear at end of the filter run.

You can use SOLTEX with any injector for results that will please your customers and probably at lower cost to you.

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DRY CLEANING DETERGENT

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- Makes it possible to size garments in dry cleaning.
- Always has discharged static electricity when washers are grounded.
- SOLTEX makes a "B.O." remover and blood remover.

LOW PRICES—NO CONTRACTS

55 gal. drum. Per Gal.	$1.20
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Do you have SOFT WATER?

—90% of Calgon users in your industry do. No matter how soft natural water is, it contains some minerals that combine with soap . . . unless you use Calgon. Used in conjunction with zeolite softeners, Calgon guards against the danger of hard water when it's time to regenerate the zeolite. Calgon overcomes the hardness minerals introduced in the load.

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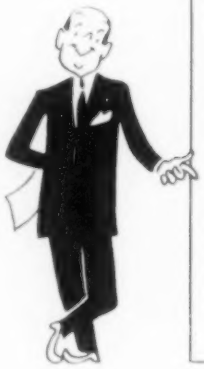
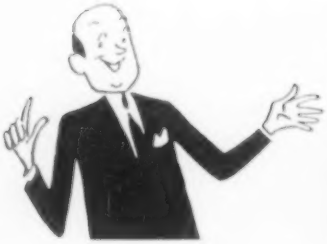


Do you use SYNTHETIC SOAP?

—Calgon removes accumulated soap film and lets your synthetic soap do a real cleaning job. Calgon amplifies the cleansing action. Certain synthetic soaps react with water minerals and form a precipitate which clouds the water. Calgon prevents that wasteful reaction.

Whether you use hard or soft water . . . soap or synthetic soap, Calgon helps your wet cleaning work two ways: 1. Your work has the look and feel of *quality* because the fabrics are refreshed and clean. 2. You cut your costs by saving time and materials.



Write for your file copy of instructions for using Calgon in wet cleaning, blanket washing, dyeing, rug shampooing or any other phase of your business where you use soap or synthetic soap and water.

*T. M. Reg. U. S. Pat. Off.

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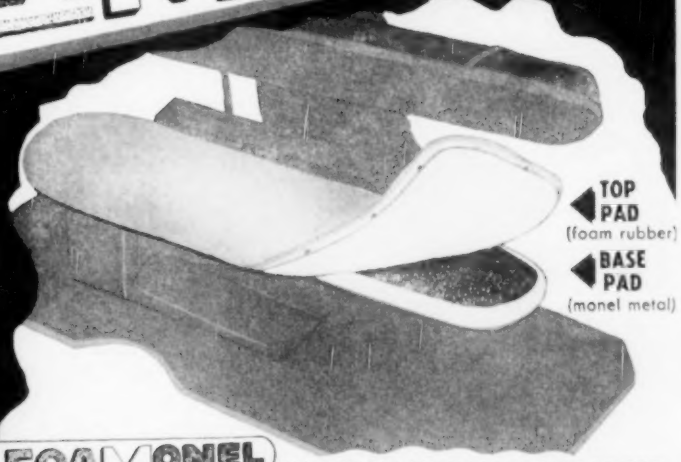
PADS for Dry Cleaning Presses . .



America's Most Economical Best Performing Pad!

Following two years of intensive research and development, Resillo engineers have now made available for the first time a superior pad for dry cleaning presses—with the perfect combination of the resiliency of foam rubber combined with the *durability* of monel metal—that will provide superior finishing at the lowest possible cost.

FOAMONEL ENTHUSIASTICALLY ENDORSED AT THE 1950 N. I. C. D. CONVENTION

Dry Cleaners from all over the United States enthusiastically endorsed Resillo's new FoaMonel Pad. The reason: It's the most economical pad ever used on a dry cleaning press . . . while at the same time providing a superior quality pressing.

ACCURATELY FITS AND SATISFACTORILY SERVES ON ALL MAKES AND MODELS OF DRY CLEANING PRESSES

The Resillo FoaMonel Pad is constructed in exact accordance with the press manufacturers specifications. Supplied complete with eyelets and wires for securing to press to provide a permanent type padding on which it is necessary to replace only the cover cloth when needed.

ELIMINATES FREQUENT COSTLY CHANGES! Resillo FoaMonel Press Pads are available in two sections, a FoaMonel Top Pad and a FoaMonel Base Pad (see illustration above). These are available separately or in pairs.

ONLY FOAM RUBBER PAD WITH METAL BASE The Resillo FoaMonel Base Pad, especially constructed for the FoaMonel Top Pad is made with the same monel metal that has proven so successful in other Resillo Products.

Resillo's GUARANTEE . . .

The new Resillo FoaMonel Pad carries the ACCEPTED Resillo guarantee — the FoaMonel Base Pad (monel metal) is guaranteed for two years, and the FoaMonel Top Pad (foam rubber) is guaranteed for four months. Both are minimum guarantee periods. With normal care FoaMonel will last much longer.

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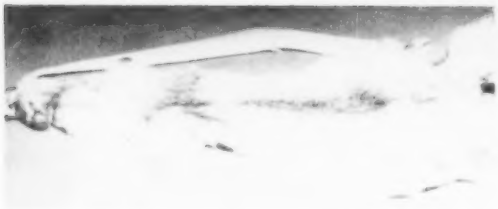
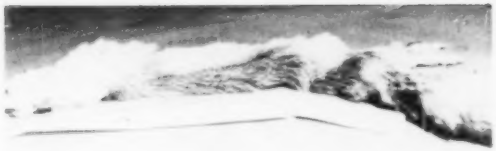




1 (left) and 2 (above): Two views of the problem

MAKING A FOX COLLAR

Small-Sized Job Calls for Careful Planning and Variety of Techniques

by DAVID G. KAPLAN

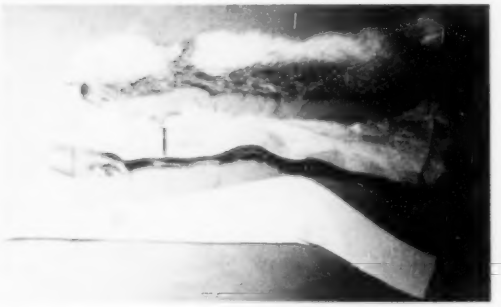
3 (above): The flattened pelt

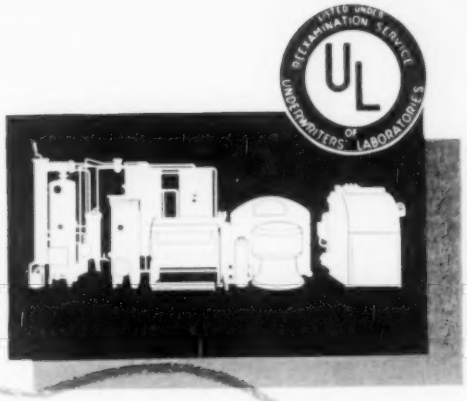
THE amount of labor a fur job will need cannot be estimated by its size alone. A single let-out mink skin will require more and finer labor than an entire mouton coat, yet the mink pelt does not contain more than 100 square inches of fur (2½ inches by 40 inches) when finished.

A case in point is the little cardigan fox fur collar pictured here, made up for a cloth-coat fur collar replacement. The necessary techniques, dictated by the

4 (above): The trimmed pelt with pieces in same relative position. 5 (below): Tongue for repairing a damage

6 (above): Crayoned shoulder line. 7 (below): Split pelt and pattern





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give safety solvent cleaning

for lowest cost per pound

Owners of the more than 1800 Hoffman 140-F units in use will tell you: they get safety petroleum solvent drycleaning for really low cost—as little as 1½¢ per pound of garment cleaned. Illustrated above is the Model M-1 for loads up to 42 pounds. Other Hoffman 140-F units for loads from 35 to 200 pounds. Available also, without safety solvent features, for use with Stoddard petroleum solvent. Write today for Bulletin A-679.

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Hoffman

U. S. HOFFMAN MACHINERY CORP. 105 FOURTH AVENUE, NEW YORK 3, N. Y.

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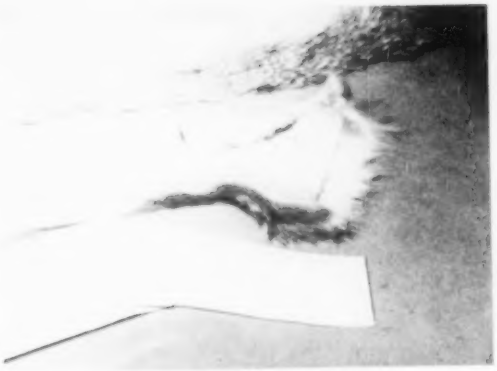
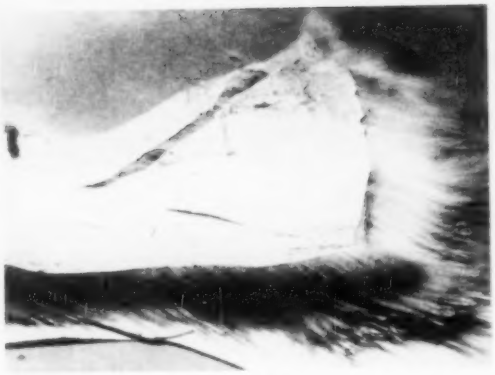




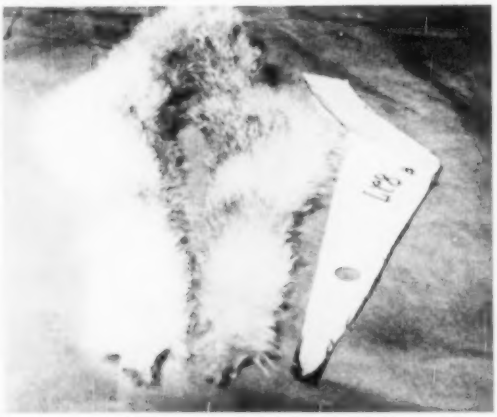
8. (left above) and 9. (right above): Two views of rump-lengthening cut in tongue form

nature of natural foxes, made the job of turning a single skin into the collar quite intricate.

All foxes have an exaggerated "shoulder"; that is, the fur area across the shoulder from one front paw to the other is normally much flatter and coarser than

10. (left above): Single head-lengthening tongue cut. 11. (right above): Three sewed head-lengthening cuts

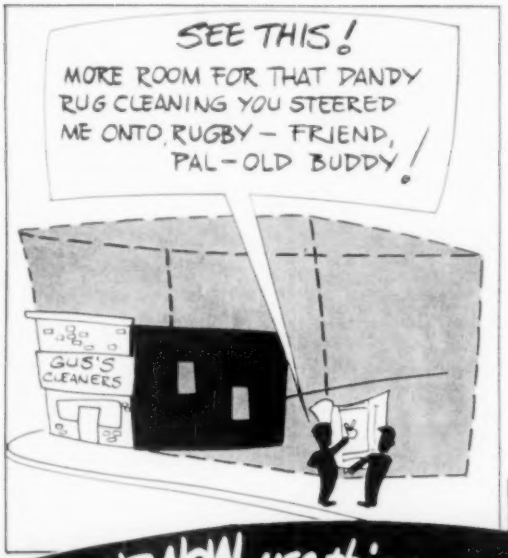
12. (above): Stapled half of pattern, showing side let-out cuts. Heavy crayoned lines indicate kyle overlap. 13. (below): Friction-taped edges of the nailed fur



14. (above): Finished collar ready for sewing to cloth coat. Below: Diagram showing cutting scheme—half pelt. 1—three head-lengthening cuts. 2—shoulder mark. 3—side let-out cuts. 4—rump let-out cut

RUGBY M'CLEAN

Economic Adviser to the Nation's Dry Cleaners



BEST MONEY-MAKING SPECIAL YOU CAN OFFER IS ADDED SERVICE IN CARPET, UPHOLSTERY CLEANING

clean up with MULTI-CLEAN

- There's a *big* potential market for rug and upholstery cleaning—on location or in your plant. 90% of rugs and carpeting never get professional cleaning!
- The Multi-Clean Method is making *extra* profits for others. Get on the bandwagon.
- Your Multi-Clean investment is less than $1,000.
- A trained Multi-Clean representative shows you the way.
- The Multi-Clean Sales Aid Plan helps you get new business.

Multi-Clean Equipment Is the Finest Available

MULTI-CLEAN (R)

2277 Ford Parkway, Dept. 12P
St. Paul 1, Minn.

RIGHT NOW use this coupon

Gentlemen: Send complete information by return mail about the Multi-Clean Method and your Sales Aid Plan.

Name _____

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Rug and Floor Machines • Industrial Vacuums • Custom Cleaning Chemicals • Permanent Floor Finishes

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the fur above and below it (see photograph No. 1). Most foxes have a flat, coarse, unattractive grotzen area down the center of the skin. On the other hand, the flank area is often the most attractive and valuable part of the skin.

Good craftsmanship requires, first, that no let-out or shaping cuts be made through the shoulder areas and that this area or areas be aligned across the garment on the same level for symmetry and even joining. Second, the grotzen area must be trimmed away or at least hidden. Third, the flank should be featured prominently. The layout decided upon (photograph No. 2) satisfied these requirements.

The pelt was first dampened and stretched flat (see photograph No. 3). The unusable sides, paw, head and rump areas were marked out on the fur side by means of a needlepoint tracer and cut away (see photograph No. 4). A damage, located by blowing open flat spots, was also fixed out by aid of a simple tongue (photograph No. 5).

In order to make certain that no cut would be made through the prohibited cross-shoulder line, a tracing was made from the hair side and emphasized in crayon on the leather (see photograph No. 6). The skin was then carefully split down the grotzen and set against the pattern (photograph No. 7).

The preliminary layout disclosed that the pelt was short by about four inches on each half, too wide at the head and rump, and too narrow in the middle, where the pattern curved. A short "V" type lengthening tongue, cut four inches deep into the rump (photographs 8 and 9) made this area longer and narrower. A series of three of the same cuts, each inside the other, made the head area three inches longer and much thinner, without disturbing the shoulder (see photographs 10 and 11).

To widen and shape the pelt as needed in the center, a pair of side let-out cuts were inserted at the point on the side where the curve of the pattern began (see diagram). These cuts start at an acute angle and gradually flatten out. The entire wedge resulting from this pair of cuts is dropped a half-inch down. The two pairs add one inch to the width at this point, besides creating a curve at the exact point needed (see photograph No. 12). The grotzen (inside) edge was left deliberately loose to permit the nailing out of the overlap or "kyle" required by the pattern (see photographs 12 and 13).

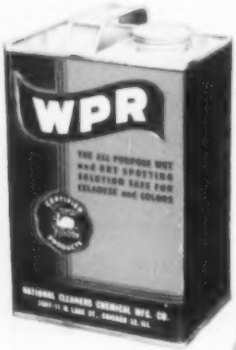
In nailing the collar by staples, the valuable outside, the flank, was fitted right to the pattern line. All excess was drawn over the inside edge to allow as much as possible of this area to be cut away. The kyle was fashioned just as the paper pattern was made, by making a slit to match the pattern, tacking down one edge of the kyle and lapping the fur over in the amount marked (see photograph No. 12). This method of making kyles is satisfactory for all furs but Persians.

The nailed collar was squared, friction-taped (see photograph 13) and closed together. It was then ready for sewing to the cloth coat after machine taping (photograph 14).

Costs: pelt about $2.00; labor, one hour over-all. Charge: $11.50. ± ±

PERFECT BALANCE OF...

gives quick, effective solvent action on



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—present in Nail Polishes, Lacquers, Varnishes and Airplane Dope

OXIDIZED OILS
—present in old, hardened Paint stains and Cooking greases

New, Improved W.P.R. is formulated with a high percentage of the proper Ketones and Esters to remove these stains with remarkable speed and efficiency.

SAFE ON CELANESE AND COLORS

Send for ***FREE*** *booklet, "The Case of the Lip-Stick Nightmare"*

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DISCRIMINATING DRY CLEANERS INSTALL *Shields Automatic Unit*

OUTSTANDING SHIELDS FEATURES—

Completely automatic perchlorethylene drycleaning unit with Recovery—Also may be manually operated. 50-pound load capacity; 40 minute cycle. Washer, cylinder and condenser of Monel metal; cylinder statically balanced; vibration-proof construction thru-out unit; packing glands and hubs of bronze. 1800-GPH filter; 40-GPH capacity still. Continuous filtration, independent distillation, 2½" dump valve, improved soap injector for uniformly emulsifying solvent and soap. Fool-proof and economical operation. Reserve tank supplies solvent for rinsing and balancing solvent in system. All parts of machine easily accessible. Rugged, compact drive mechanism operates quietly under critical load conditions. A PRIZE PACKAGE delivered completely assembled—dimensions 34" x 88" x 78" high—permits entry through 35" door opening.

Chas. De Crosta and Monte Green, the owners of Charmont's Cleaners in downtown Cleveland, are most enthusiastic about their Shields Synthetic Dry Cleaner. "It was a Profitable Investment. Wouldn't be Without It," was De Crosta's comment.

And why shouldn't they like it? It is easy to operate, speedy and a sure money maker.

Mail the coupon for full information on this unit that makes big profits for you.

SHIELDS ENGINEERING and MANUFACTURING CO.

272 E. 156th St., CLEVELAND 10, OHIO

SHIELDS ENGINEERING & MFG. CO.
272 E. 156th St., CLEVELAND 10, OHIO
Gentlemen:
Please send full information about the SHIELDS AUTOMATIC DRY CLEANER.
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WHEN FIRE STRIKES

Western Cleaner Learns About Insurance and Uses Claims to Reinforce Customer Goodwill

ANY drycleaner who has ever wondered what would happen to his business in case of a major fire, and whether his insurance would actually cover all losses will be interested in the experiences of a fellow plantowner. Last summer the plant of Reed Cleaners at Fargo, North Dakota, suffered a disastrous fire, resulting in building and equipment loss of about $45,000, plus $43,000 for customers' garments.

A believer in full insurance coverage, owner Harold G. Reed had always carried bailee insurance on customers' clothes. However, he was in the midst of a building project at the time of the fire, so his insurance on the 20-year-old building and on equipment had not yet been adjusted to the new values. He carried 90 percent co-insurance based on the valuation given by a licensed appraiser. That valuation differed considerably from the appraisal made by a contractor who was called in to give an estimate on rebuilding the plant. As a result of his experience, Mr. Reed concluded that co-insurance can be dangerous if values are not up to date.

The importance of getting an accurate valuation was illustrated by a discovery Mr. Reed made after the fire. His greatest surprise, he reported, was presented by the value of supplies on hand, including coal, solvent, hangers, etc., which he had estimated at $900. The real value proved to be nearer to $6,000.

EDITOR'S NOTE

Co-insurance is the type including a clause that provides for a lower premium in return for at least 80 percent coverage by the policy holder. Should the policy holder's coverage drop below 80 percent of the property value, then he can recover only a percentage of the loss. This part recovered bears the same ratio to the damage as the amount of the insurance bears to total value of the property.

For example: The value of a piece of property amounts to $10,000, but the insurance carried is for only $6,000, even though carrying a co-insurance clause. This is only 60 percent of the value of the property, so the property owner can expect to recover only three-fourths of any loss, even if it amounts to less than $6,000. If a fire destroyed $4,000 worth of property, the plantowner could recover only $3,000.

The savings in premium costs amount to very little when frame buildings are involved, but are quite substantial for brick or concrete buildings.—W.E.P.

Mr. Reed's new fireproof plant (which will be described in a later issue) carries a low rate of 20 cents per hundred after exclusions, and he carries a co-insurance policy for $50,000. The cost is $100 per year, about one-eighth of the cost on his old building. The equipment is covered by straight insurance.

Making the Best of Claims

On customer garments, Mr. Reed carried an unlimited-liability bailee policy which required a report at the end of each month on gross earnings for that month. The premium was based on the gross business for the previous month. The policy had paid off on small claims over the years, but Mr. Reed had always wondered what would happen in case of a very big loss. He got a very satisfactory answer when the occasion arose: the insurance took care of all customers' claims, about 1,500, amounting to $43,000, with no expense to the plantowner.

Sample (size reduced) of claim payment check, printed in red on green

The manner in which claims are handled by the insurance-company adjuster determines whether the businessman keeps his customers. To make certain of holding their goodwill, Mr. Reed impressed on the company before the adjusters set up a claims office that he wanted satisfied customers.

In addition to the full and prompt settlement, Mr. Reed utilized the unfortunate necessity of paying claims to build goodwill further. He had checks especially printed, like the sample reproduced here, with a red flame rising from the bottom. The edges of the checks were dramatically burned with a blowtorch.

When the first 100 claim checks were made out, they were sent special delivery and delivered the same day during the dinner hour. By the next morning the story was all over town, and proved the best advertising the company had ever done. The next 100 checks were also delivered by special delivery on a Saturday afternoon, with the result that everyone talked about "Reed's good service as usual." With the checks were blotters saying "We are ready to go" and giving the other locations of the firm, and stating at the bottom, "All claims paid—everyone satisfied."

The fire took place the end of July, 1949. By September of that year, the firm was back in full operation with a 15 percent increase in volume over September of 1948.

After his experiences, Mr. Reed felt almost as well qualified as an insurance adviser as a drycleaner. He sums up his conclusions with a warning to other drycleaners, "Don't be caught with your co-insurance down."

EASY . . Simply distribute a card to each route salesman every morning. Discuss in a short meeting. Complete route sales trainers manual includes an elaboration of each card, and other necessary information for conducting meetings.

EFFECTIVE . . Then each man places his card in a clip in his truck as a constant sales reminder all day. Always to be remembered—never to be forgotten.

EFFICIENT . . Cards and Route Sales Managers Manual, cover all phases of route salesmanship, route management, and public relations. A continuous service, which psychologically brings forth a natural desire for action.

EFFORTLESS . . "Sales Thought a Day" cards are a new approach in route sales training. VISUAL EDUCATION. A digest of sales ideas resulting from twenty years' experience in route selling, and training hundreds of route salesmen, and conducting thousands of sales meetings.

ECONOMICAL . . Costs only THREE CENTS a day per truck including a complete route sales managers Manual, explaining simply and precisely how to formulate and operate a hard hitting route sales organization that gets results. One extra order a day per truck, will more than pay for the cost of this route sales training program.

WHAT A COMPETENT TRAINING PROGRAM WILL DO FOR YOU!

1. It will enable your men to sell more by knowing what to do and how.
2. It will decrease your truck expense percentage by increased sales.
3. It will enable your business to grow, without added expense, through greater sales efficiency of your route salesmen.
4. It will give you close contact with the sales organization regularly.
5. Little problems of management or the sales organization, or any individual in the sales department, can be brought to light and straightened out, before they grow to be big problems.
6. Daily contact with the outside men enables you to get across new ideas to the group immediately.
7. It will stabilize your route selling organization by reducing turn over of men, due to inability.
8. New men in your sales organization will be made to fit into the department more quickly through knowledge gained and group association.
9. Information received by all the men, old and new, will be correct coming direct from the route sales manager to the group as a whole.
10. It will produce a well informed route sales organization for you. Eager to use the knowledge in building a greater sales volume.

SAM DARKO says . . . . .

A Sales Thought a Day
Keeps Route Salesmen Selling
Your Service all Day every Day

PUT
DRIVE
IN YOUR SELLING and
DOLLARS
IN YOUR POCKET

Remember Selling . . . *is just as natural as* **Buying !**

Can you give a list of good reasons why people should deal with you?

A time killer on a route is cutting his own throat.

SAM DARKO

SALES THOUGHT A DAY CO.,

2659-61 Shelby Street
Indianapolis 3, Indiana

Kindly send me _____ sets of your 32 "SALES THOUGHT A DAY" cards each month for 10 months, (one year's supply) also include a Route Sales Managers Manual, and Special Message to Plant Owners.

( ) I will pay $1.00 per month (plus Postage and C.O.D. charges) for each set of 32.

( ) I enclose _____ as advance payment for the full year, at the rate of $9.00 per set, including postage.

Name _____
Title _____
Name of Firm _____ Address _____
City _____ Zone _____ State _____

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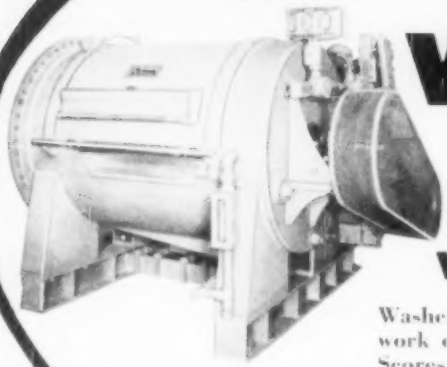
Simplify and SAVE

with



WASHEX

the *PROVEN* COMBINATION WASHER-EXTRACTOR

Washex simplifies the cleaning process by doing the work of *two* machines—it both washes and extracts! Scores of Washex combination washer-extractors are now in use from coast to coast, saving time, labor and money for their owners.

SAVES LABOR

Two operations by the same machine reduces manual handling and cuts labor costs. Many owners report savings of *more than 50%!*

SAVES SOLVENT

Tests show that Washex extracts better than conventional equipment. Handling only dry garments eliminates spillage.

SAVES SPACE

Washex requires less floor space for the same productive capacity than conventional equipment. Many owners avoid new building costs by adding Washex to their present capacity or by converting entirely to Washex.

...and Saves Money!

THERE'S A WASHEX FOR EVERY SIZE PLANT WRITE DEPT. NC FOR FREE WASHEX BOOKLET

FABRIC LAUNDRY AND DRY CLEANING MACHINERY CORP.

192 Banker Street Brooklyn 22, N. Y.

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Put Trump on the spot

Use Trump for stains caused by: Paint, grease, varnish, oxidized oil, tar, asphalt, lipstick, some inks, blood, albumin, perspiration, stubborn soil and numerous other stains. Loosens dirt in hems, pleats, bottoms of formal dresses and coat linings. Does the work of several spot removers. Can be used with petroleum or chlorinated solvent. Trump is "dry" but water may be added to make a wet spotter. Rinses with solvent or water.

for dry prespotting
Use diluted with solvent and follow with straight Trump when necessary.

for wet prespotting
Trump mixed with water can be used when wet prespotter is desired.

for soaking
Diluted with solvent, makes a soaking bath for removing redeposited gray soil; imbedded soil in curtains, draperies, bottoms of dresses.

for lipstick and ball point ink
Removes lipstick or ball point ink on spotting board or in the wheel.

for wet cleaning
Will remove the same hard-to-get-out spots in wet cleaning as in dry cleaning. Added to soap stock gives superior job on athletic uniforms.

for reversibles and raincoats
Used with dry cleaning soap reduces spotting and wet cleaning.

Spix PRODUCTS COMPANY
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PITTSBURGH 6, PA.

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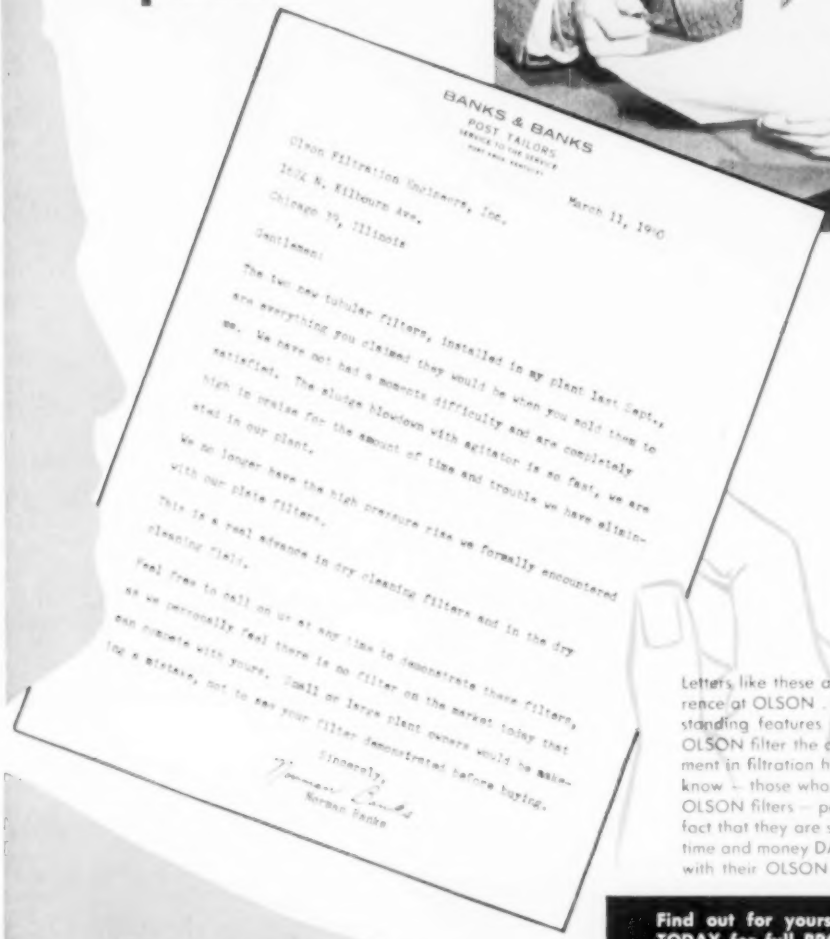
this letter proves our point!



BANKS & BANKS
POST TAILORS
SERVICE TO THE SERVICE
FORT WORTH, TEXAS

March 11, 1960

Olson Filtration Engineers, Inc.
1414 N. Kilbourn Ave.
Chicago 39, Illinois

Gentlemen:

The two new tubular filters, installed in my plant last Sept., are everything you claimed they would be when you sold them to me. We have not had a moments difficulty and are completely satisfied. The sludge blowdown with agitator is so fast, we are high in praise for the amount of time and trouble we have eliminated in our plant.

We no longer have the high pressure risk we formally encountered with our plate filters.

This is a real advance in dry cleaning filters and in the dry cleaning field.

Feel free to call on us at any time to demonstrate these filters, as we personally feel there is no filter on the market today that can compete with yours. Small or large plant owners would be making a mistake, not to see your filter demonstrated before buying.

Sincerely,

Norman Banks

Letters like these are a common occurrence at OLSON . . . thanks to the outstanding features that make the New OLSON filter the outstanding development in filtration history. The men who know — those who already HAVE New OLSON filters — point with pride to the fact that they are saving solvent, work, time and money DAY IN and DAY OUT with their OLSON filters.

Find out for yourself . . . write TODAY for full PROOF and information WITHOUT OBLIGATION.

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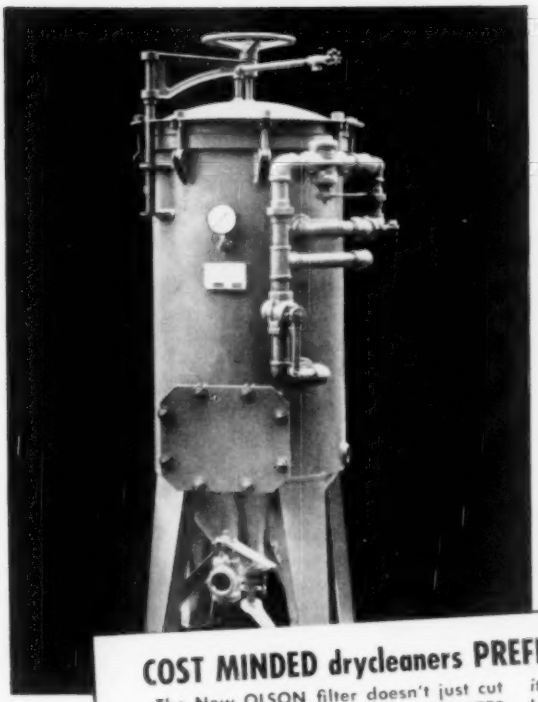

the OLSON FILTER eliminates costly delays!

COST MINDED drycleaners PREFER OLSON...and here's why!

The New OLSON filter doesn't just cut down costly delays . . . it ELIMINATES them! Why shut down to remove bags or wear out screens by scraping them? Today, the New OLSON filter cleans *itself* (and more thoroughly than ever before possible). And, it does it in seconds *instead of hours* . . . thanks to these exclusive features:

CONE TYPE SLUDGE REMOVER, an exclusive Olson feature, makes filter cleaning simpler and quicker, without mess. With the above levers in BACKWASH position, just open the sludge remover valve and out comes the sludge. The scraper knife lever dislodges even the most solid dirt . . . so you know the filter is clean and ready for action — ALL within minutes.

BLIND PROOF, TUBULAR FILTER SCREENS. Olson filter screens are of revolutionary new design. Every opening is exact in size and shape, with NO ridges or crevices to permanently catch dirt or lint. Thus, there's NO blinding that plagues so many older type filters. Too, there's greater filter surface, thanks to the exclusive *tubular* construction. ALL flow is UP, and there are NO projections or manifolds for sludge to rest.

CLEAN OUT TIME is down to a minimum.

Just set two controls to backwash position and the sludge is ready to come out . . . without shoveling, without scraping, without even opening the filter itself!

Write today for full information . . . without obligation. Let OLSON Filtration ENGINEERS design the installation for your plant to SAVE YOU MONEY!

OLSON

OLSON FILTRATION ENGINEERS, INC.

The oldest name in Dry Cleaning Filtration

1624 N. KILBOURN DEPT. N-5 CHICAGO 39, ILLINOIS

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Odorless Cleaners, Carlsbad, New Mexico, has front drive-in lot 15 by 50 feet; side parking area 18 by 75 feet. Plant has 32-foot front, back 60 feet on right, is extended to 50-foot width. Building is stucco-faced; corner narrow brick tile. Framed plate-glass front at left gives full view of store, stairway to mezzanine for display, first-floor vault door. Large neon sign is mounted on metal post at corner; name over large window is also neon. At night signs give entire parking lot and front daylight illumination

A CREDIT TO NEW MEXICO

Picture Review of Many Interesting Features of New Southwestern Plant

by LON FANALD

IN the past few years many man-made attractions have been added to the natural scenic features of the Southwest. Fitting appropriately into the fast developing region is the recently constructed plant of Odorless Cleaners at Carlsbad, New Mexico.

The plant represents an investment of over $100,000 and the ideas born of owner Dick Tottenhoff's years of experience in the drycleaning field. The result is shown by the photographs on this and the following pages. # #

Left: Glassed-in for sales and display room is on mezzanine above vault. Displays can be seen from store or street. Below: Floor of store is inlaid asphalt tile; fixtures solid blond oak. (*More pictures on page 92*)

Attract and Hold

VOLUME INCREASES UP TO 50%

HOFFMAN SHIRT LAUNDRY UNIT

★ *Adds Profitable Side Line*
★ *Builds Steady Repeat Business on Drycleaning*

It's a fact — backed by a recent survey! Already 1 out of 10 dry-cleaning plants has added shirt laundering service. More plants are joining the swing every day. What's the reason? By laundering shirts on a Hoffman shirt unit, you capture extra profit dollars with a small plant investment. And this same investment leads to increased dry-cleaning volume. For Mrs. Homemaker gathers up garments to be cleaned — on the same day each week — after she comes to rely on your plant to "do" her shirts professionally.

Every item of equipment you need (accessories and instructions, too) is included in the Hoffman Shirt Laundry. Ask your Hoffman representative about it — or write now. Don't let another day go by without getting the facts!

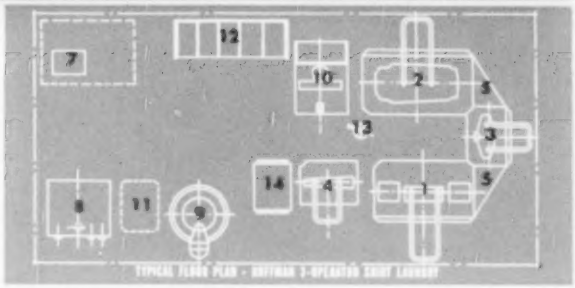
"ONE-STOP SAME-SHOP" SERVICE:

- **Makes shirt days dry-cleaning days**
- **Doubles your profit opportunity**
- **Makes and keeps satisfied customers**

Complete! Needs only 10′ x 20′ Floor Area For 3-girl operation, unit includes:

1 Neckband, attached Collar and Cuff Press
2 Bosom and Body Press
3 Yoke Press
4 Sleeve Press (2-Lay)
5 Table Fill Pieces
6* 4-Station Motor Timer
7* Marking Machine (8-character)
8 25-lb. Open End Laundry Washer
9 17" Vorsec Extractor
10 Front Fold Shirt Folder
11 Monel Truck Tub
12 15-Bin Shirt Sorting Truck
13 Adjustable Buttoner and Shirt Hanger
14 Shirt Preparation Trucks

*Not shown in diagram



TYPICAL FLOOR PLAN - HOFFMAN 3-OPERATOR SHIRT LAUNDRY

TOPS IN VALUE ... SINCE 1905

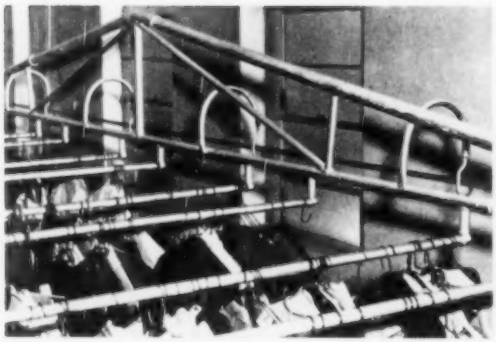
Hoffman

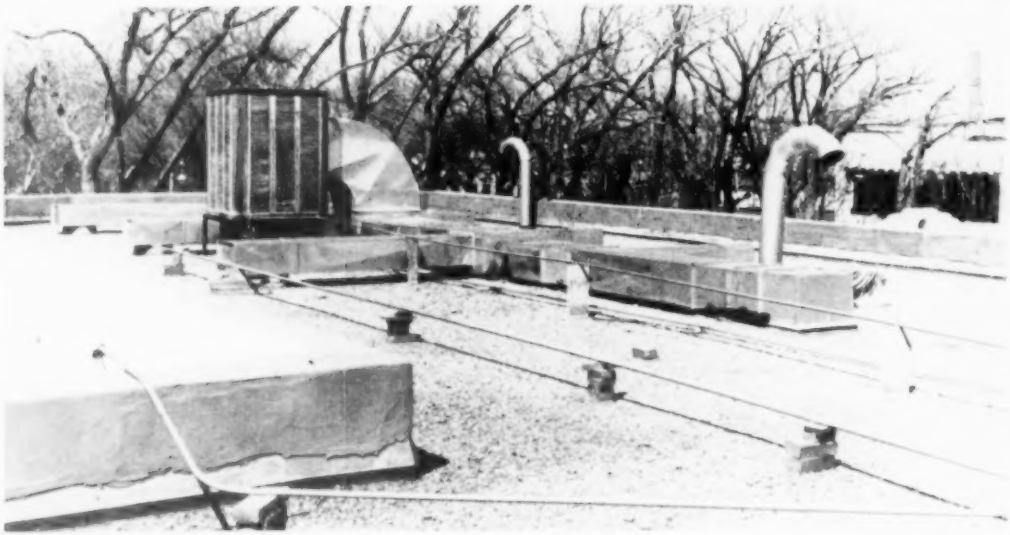
U. S. HOFFMAN MACHINERY CORP. 105 FOURTH AVENUE, NEW YORK 3, N. Y.

When writing to advertisers please mention The NATIONAL CLEANER & DYER

Above: Office and accounting are on mezzanine at rear of fur display. Windows on both sides give Owner Dick Tattenhoff view of finishing below. Below: Ready storage rails at rear of store; braces of 1- and 2-inch pipe eliminate ceiling and floor supports. Rail from storage to store is supported by 12-inch-diameter half circles of ¾-inch pipe

(Continued from page 90) Above: After the 20-by-12-foot plate glass was installed it was found that braces were required. Two braces of ⅝-inch metal, 3 inches wide, were bolted at top and bottom, with rubber-section strips between the braces and the glass. At the top, 2-inch-by-¼-inch strap iron braces were used from the strips to the upper wall on each vertical brace. With these braces there has been no vibration, even in a heavy wind. Below: On the roof of the Odorless plant, at the left, is 12,000-cubic-foot water cooler for air, with lead-off pipes. A 3 h.p. motor drives the exhaust fan which handles 17,500 cubic feet of air per minute (Picture story continued on page 94)





Sidney Mellman's PUNCH LINE . . .

These photographs taken in the West Hartford, Conn., plant of the French Cleaners and Dyers.

CLEANERS THE FRENCH DYE WORKS & DYERS

And that's not all Mr. Mellman of the French Cleaners & Dyers of Hartford said about his new installation of GROSS-Sil-ex Washers and Extractors . . . Listen:

"These GROSS 42" diameter metal cylinders knock the dirt out . . . reduce recleans and wet cleans beyond our hopes . . . and almost eliminate spotting . . . all this adds up to more efficient plant production at a lower cost . . . as a matter of fact, we believe that our new GROSS setup will help us *turn* GROSS *into net!*"

Write for the profitable story of GROSS equipment.

Founded 1923

GROSS MACHINERY COMPANY, Inc.

Originators and Manufacturers of the World's Finest Petroleum Solvent Cleaning Equipment

179 HALBERT ST. BUFFALO, 14, N. Y.

Foreign Correspondence Invited

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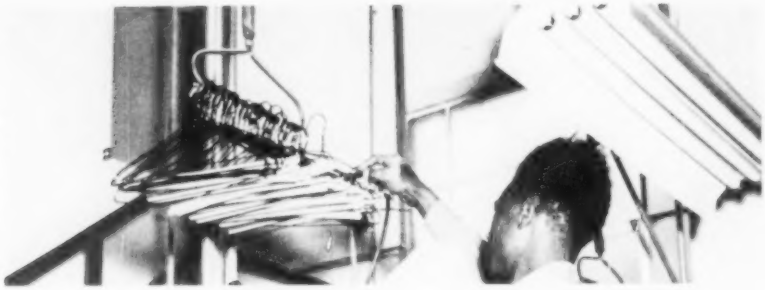
(Continued from page 92)

Above: Part of view that can be seen from the mezzanine office

Right: Each press and steamer in the finishing room has its individual hanger holder, supported by a rod suspended from ceiling

Below: Odorless has complete fur servicing department; employs one repairer and styler and one cleaner. Equipment includes vibrating table, demothing vault, for cleaning drum and mining table (Continued on page 96)



WHEN YOUR PAINT REMOVER FAILS... USE PYRATEX

SIMPLIFIED SPOTTING CHART

White Background For Wet Spotting—Black Background For Dry Spotting

GROUP "A" FOOD, STARCH SUGAR, SWEETS PERSPIRATION BLOOD ICE CREAM MUD WATER MARKS ALBUMEN DISCHARGE GLUE	PROTEIN FORMULA 11 parts MULSOLITE 1 part 26° AMMONIA	STOCK M 1 part CYCLO 1 part SOLVENT 1 part WATER (Mix in order named)	POWDERED DIGESTER R. S. R.
GROUP "B" COFFEE TEA LIQUOR BEER SOFT DRINKS FRUIT JUICE MEDICINE GRASS DYE STAINS	TANNIN FORMULA 1 part MULSOLITE 1 part GEN'L. FORMULA 209		POWDERED STRIPPER STREEPENE (For whites only)
GROUP "C" INKS	OILY TYPE—WET TANNIN FORMULA alternated with PROTEIN FORMULA	OILY TYPE—DRY Straight PYRATEX (Marking and ball pen ink)	POWDERED STRIPPER STREEPENE (For whites only)
GROUP "D" RUST (and other iron compounds)	LIQUID ACIDIFIED TYPE RUSTEZE (Mfd. by Durant Chemical Co.)	TANNIN FORMULA 1 part MULSOLITE 1 part FORMULA 209 (For weighted silks)	POWDERED STRIPPER STREEPENE (For whites only)
GROUP "E" PAINT VARNISH TAR ASPHALT PITCH OIL GREASE BOTTOM STREAKS	OILY TYPE—WET 1 part PYRATEX 1 part WATER	OILY TYPE—DRY 1 part CYCLO 2 parts PICRIN	
GROUP "F" COLLODION LACQUER ENAMEL NAIL POLISH AIRPLANE DOPE NEW SKIN ROUGE LIPSTICK SHOE POLISH	OILY TYPE—WET 1 part PYRATEX 1 part WATER	OILY TYPE—DRY Straight PYRATEX	

CHEAPER spotting compounds often work satisfactorily in the removal of ordinary paint, grease, and other stains shown in group "E" of the Simplified Spotting Chart at the left.

But even the best paint removers fail in the complete removal of those stains containing collodion in group "F." These include

Lacquer
Enamel
Airplane Dope
Nail Polish
New Skin

Pyratex is also superior to conventional paint-oil-grease removers for the removal of *rouge, lipstick, shoe polish.*

Send for valuable treatise on "Lipstick Loads." This treatise outlines in detail the safest and quickest procedure for handling an entire load which has been smeared by lipstick in a drying tumbler.

YOUR FAVORITE JOBBER HAS A FRESH SUPPLY OF PYRATEX FOR PROMPT DELIVERY TO YOU

R. R. STREET & CO., INC.

561 West Monroe St., Chicago 6 — *Industrial Chemists* — SINCE 1876

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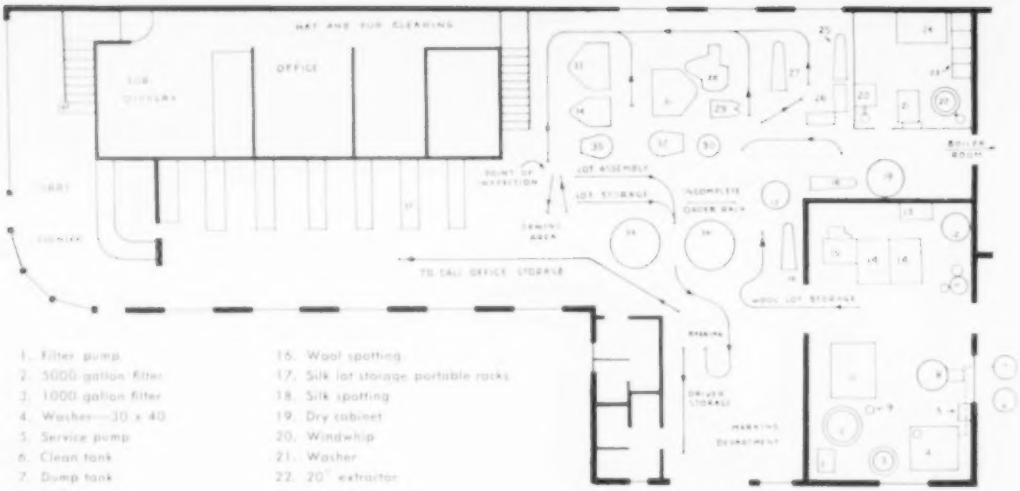
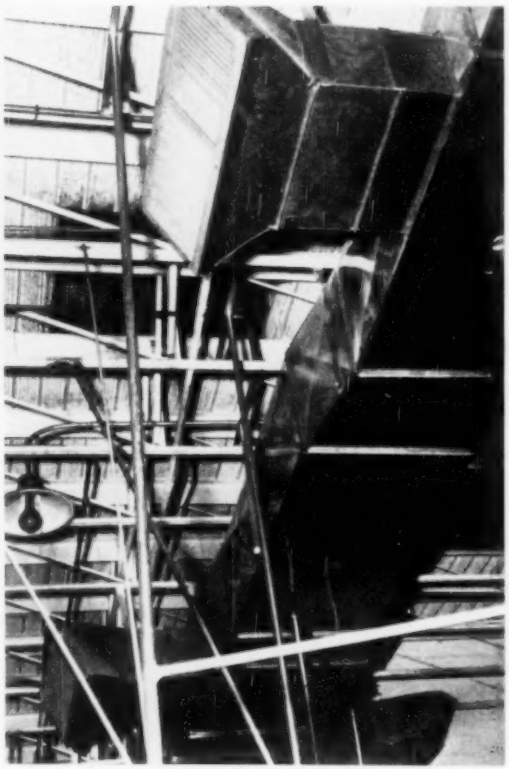


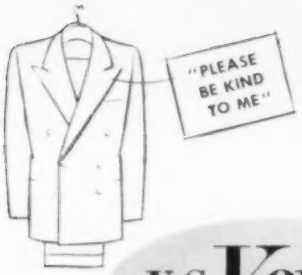
1. Filter pump
2. 5000 gallon filter
3. 1000 gallon filter
4. Washer—30 x 40
5. Service pump
6. Clean tank
7. Dump tank
8. 30" extractor
9. Trap
10. Washer—36 x 54
11. Still
12. 200 gallon settling tank
13. Still pump
14. Tumblers—36 x 40
15. Tumbler—24 x 30
16. Wool spotting
17. Silk lot storage portable racks
18. Silk spotting
19. Dry cabinet
20. Windwhip
21. Washer
22. 20" extractor
23. Wetcleaning tubs
24. Scrub table
25. Steam finishing board
26. Puff irons
27. Ironing board
28. Offset press
29. Bag sleever
30. Ladies' coat and dress finisher
31. Touch-up press
32. Men's coat steamer
33. Legger press
34. Topper and touch-up
35. Ladies' coats
36. Assembly wheel
37. Storage racks

Above: Drawing of plant floor plan showing each room and department. Fur department and hat cleaning are on mezzanine. Note arrow indicating location of boiler room to right of finishing section



(Continued from page 92) Above: Plant foreman explains allowance of 24½ inches which permits free movement of garments on the clickrack

Right: In addition to ceiling spreaders for air conditioning system finishing room has large lead pipes and vent openings on both sides

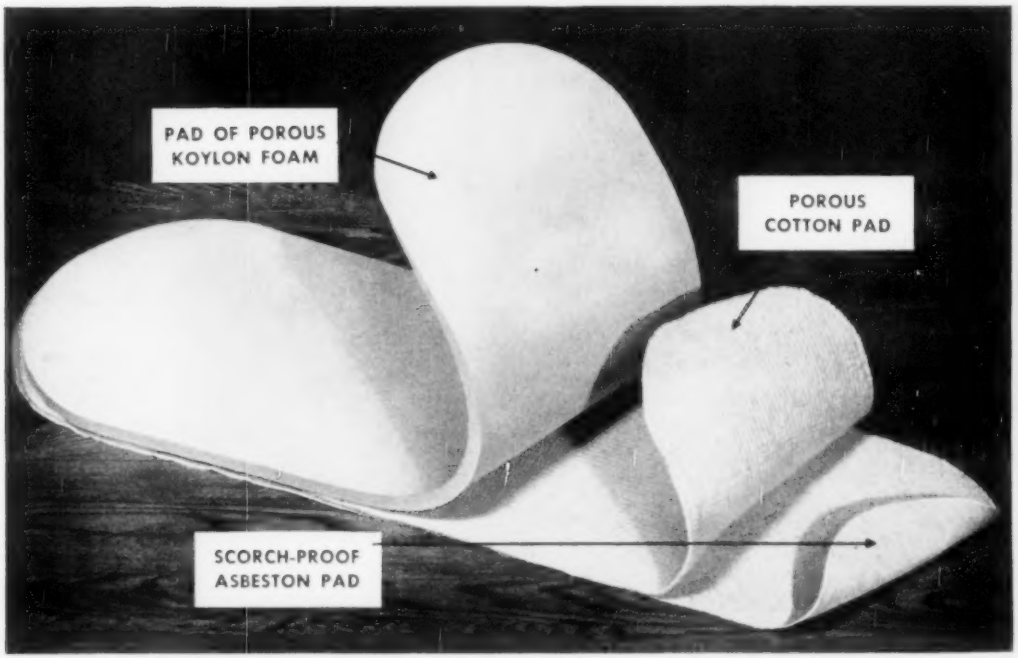


"HAND-PRESSING" RESULTS

WITH NEW

U.S. Koylon® FOAM *Pressing Pad*

INSULATED WITH FLAME-PROOF ASBESTON* FABRIC



Range of sizes • Easy installation
Molds to shape, pad trims evenly over edge

MORE EFFICIENT • MORE ECONOMICAL

- NO breaking or crushing of buttons, zippers
- Less shine on fabrics

- Quick steam and vacuum. Reduces training time
- No Lint

- Cuts maintenance and replacement costs
- Increases safety

You get far better work—faster, easier, too—with real safety of operation. For this pad smooths and presses, yet fluffs up fibers—prevents suit shine. Buttons and zippers sink into the foam, so they won't break. The layer of Asbeston, woven with rock asbestos is fire-resistant. Discover the revolutionary advantages and economy of this pressing pad. Available only through your jobber.

UNITED STATES RUBBER COMPANY

Koylon Foam Division, Mishawaka, Indiana • *Serving Through Science*

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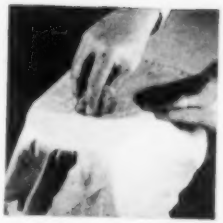
concentrated *vacuum*

Now, go to "the wet side" for amazing results. Concentrated vacuum permits use of wet steam ...keeps wetted areas from spreading

It's extremely fast! Cuts wet-cleaning and re-cleaning to a minimum . . . solves, once and for all, the time-wasting spotting bugaboo as it eliminates feathering, sizing rings, discoloration, "blow off" with dry steam, drying in tumbler, reinspecting. No lost motion. Large areas of perspiration are spotted and dried with ease. Wetted areas are kept under control. In "dry" spotting, the Cissell Concentrated Vacuum provides rapid drying . . . removing solutions such as carbon tetrachloride and loosened soil without a "dry" ring. When solvents, soaps, bleaches are necessary, you'll find the white Vitrolite top unexcelled . . . its white surface enables spots to be seen with ease.



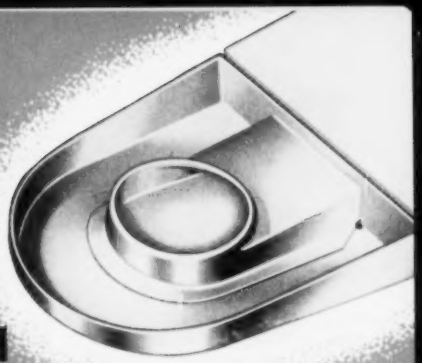
Spotting aids and loosened soil are rapidly flushed from stained area by squeezing a spongeful of cold water right through the stained area . . . concentrated vacuum draws off water, and keeps it from spreading.

On tight-fitting sleeves, cuffs, neckties, etc., when it is impossible to use large board, the handy Swinging Sleeve Board does the same job as the concentrated vacuum automatically transfers from large board to miniature board as it is moved into operating position.

IN REMOVING SPOTS . . .
Concentrated Vacuum Does It!

Place garment in position over screened area so that spot is directly over 3-inch vacuum ring. 1. With one foot, press both vacuum pedal and steam pedal ALL THE WAY DOWN. Vacuum holds garment in position. 2. Place gun in position, approximately two inches above material. 3. Now, with gun in rotary motion, (heavy arrows) spray wet steam downward, straight through spotted area. AMPLE WET STEAM UNDER PRESSURE DISSOLVES WATER-SOLUBLE SPOTS INSTANTLY. CONCENTRATED VACUUM KEEPS WETTED AREA FROM SPREADING as it draws wet steam through garment. (light arrows)

does it!



No other spotting method gives you such speed . . . such perfect results

CISSELL
VACUUM SPOTTING BOARD
for steam and chemical spotting

Available for either central air or steam vacuum—specify when ordering. Complete price, $275. F.O.B. Louisville, Ky.

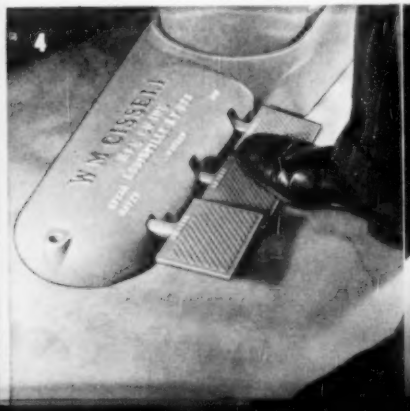
EVERY FEATURE FOR THOROUGH SPOTTING — POWERFUL VACUUM on both nose of board and swinging sleeve board. Left pedal releases: 1. A feather of dry steam. 2. Dry steam. 3. Moist steam. 4. Wet steam. Plenty of heated compressed air for quick drying. Both boards have stainless-steel frames and white, Vitrolite tops. Vacuum areas are perforated, stainless steel with fine nickel screen covering. Chemicals will not harm boards. Corrosion stains are impossible. Air-cooled, cork-handle spotting gun has removable tip. Screen assembly, Vitrolite top and chemical tray easily removed for cleaning. Automatic check valve releases all chemicals and water from a "built-in" vacuum separating chamber to a large drain receptacle. Large chemical tray; handy stainless steel spatula, brush holder and two large pans provided for the ultimate in convenience.

W. M. CISSELL MANUFACTURING CO., INC.
831 S. First St., P.O. Box 1143—Louisville, Ky.
Pacific Coast Office—4823 W. Jefferson Blvd., Los Angeles
Foreign Distributors: Address Correspondence Attention Export Dept. Cable Code: CISSELL

Consult Your Jobber

IN DRYING . . .
Concentrated Vacuum Does It!

4. With one foot, press both vacuum pedal and air pedal ALL THE WAY DOWN and clear moisture from gun before starting drying. 5. Hold gun only the width of gun nozzle above garment. 6. Now, move gun in a zig-zag motion, sweeping it rapidly back and forth across wetted area for drying (heavy arrows). Actually, excess moisture is blown out with compressed air, and wetted area is dried rapidly at room temperature with aid of strong suction from concentrated vacuum.



STANDARDIZED COST ACCOUNTING FOR RUG CLEANERS

by R. L. "BILL" AYERS, JR.

Ayers Laundry and Cleaners, Covington, Virginia

Excerpts from a Talk at the Fifth Annual N.I.R.C. Convention, Washington, D. C.

BOTH the American Institute of Laundering and the National Institute of Cleaning and Dyeing have found that their most progressive members are those who use and follow their standard accounting classifications. I attribute a great deal of the success of these two institutes to this one fact alone. It is through knowing what it costs to do business that new ways can be found to reduce those costs and to increase the final net profit.

In setting up standard costs for the rug cleaning industry, we have set aside a figure of direct labor of 45 percent. The figures on this chart are not hypothetical figures. They are our actual budget figures for Ayers Laundry and Cleaners Rug Department for the year 1950. This includes all of the direct labor that goes into the marking, the dusting, the scrubbing, the spotting, the wrapping and the shipping of rugs.

The next figure, of 10 percent, includes supplies; that is, all supplies including those of binding, tapes, sewing and such operations.

The next figure, 6 percent, covers power, light and heat: power that you use in your boiler, power that you use for any other item of electrical equipment, and your lights, and the heat, of course, for your building.

Under building, this 4 percent also includes depreciation, insurance and taxes.

Next is machinery, at 5 percent. And that includes, again, taxes, insurance, maintenance and what have you.

We have a total, in this section, of 15 percent. We in the dryecleaning industry have set this figure at 13 percent, because over the years we have found that 13 percent is really a more accurate figure for us than the 15 percent. I had to put a figure in here that I could back up to you, and therefore I have placed this figure, based on our experience in our own business, among the others, because I feel that this may be applicable to some of you in the industry.

Production overhead covers such things as superintendence and certain types of taxes, and that is 8 percent. And then we have total production costs of 58 percent of your total sales.

Under selling and distribution we have a total of 14 percent. This, I believe, will be high for some of you and low for others. However, we set 5 percent for wages and commissions of routemen, 3 percent for truck maintenance, 5 percent for advertising, and 1 percent for claims, as a maximum, with a total selling cost of 14 percent.

Under office and administrative, the first item is that of office salaries, at a maximum of 3 percent. Office expense has been set at a maximum of 1.5 percent. Office expense does not include the girl or the man who marks in the rug. Office expense means exactly what it says: the girl who works in the office or keeps the office records.

		%
SALES		100
PRODUCTION COSTS:		
Direct Labor and Outside Work		25.00
Supplies		10.00
Power, Light and Heat	6.00	
Building	4.00	
Machinery	5.00	
Total: Power, Building and Machinery		15.00
Production Overhead		8.00
TOTAL PRODUCTION COSTS		58.00
SELLING AND DISTRIBUTION		
Routemen, Wages and Commissions		5.00
Truck Costs		3.00
Advertising		5.00
Claims and Bad Debts		1.00
		14.00
OFFICE AND ADMINISTRATIVE		
Office Salaries		3.00
Office Expense		1.50
Executive Salaries		7.00
Administrative Expense		1.50
		13.00
TOTAL COSTS		85.00
PROFIT		15.00

Executive salaries have been set at 7 percent. I realize that is awfully low for most owners or operators, but nevertheless down in Virginia where I come from that is a pretty good executive salary figure. Administrative expense has been set at 1.5 percent. That brings the total office and administrative expense to 13 percent of total sales.

Now a quick review of what has happened to the total picture. We have total sales equal to 100 percent. We have production equal to 58 percent, selling and distribution at 14 percent, office and administrative at 13 percent, and total cost at 85 percent, leaving a profit of 15 percent. Or, if you own your own plant as an individual owner, take your 7 percent out of this figure of office and administrative and add it to the profit, and you will have a 22 percent net profit from operations.

I would like to suggest that before you close your convention you enable your secretary and accounting committee to have the power to set up, purchase and distribute to the membership the necessary forms and information to enable you to have your accountants install or change your present system, and next year at your annual convention to have a bulletin published, even if only ten firms have turned in figures—because even ten would be better than none. = =

DON'T LET DRIPS RUIN GARMENTS

. . . Use Hopkins EXHAUSTO JET STEAM CHASER

The Hopkins Exhausto-Jet Canopy prevents condensation of steam on ceiling and eliminates the hazard of moisture dropping back on finished garments.

Excess steam from equipment is immediately exhausted to the outside. A powerful blower draws the steam in and expels it.

Exhausto-Jets can be installed easily, in any position over steam equipment anywhere in the plant. By adding straight pipe sections the canopy can be extended or lowered any degree.

Protect your work, protect your workers. Install Exhausto-Jet Steam Chasers over all steam equipment. See your nearest equipment jobber or write direct to . . .

A "MASTER" Alfred Hopkins ENGINEERED PRODUCT

HOPKINS EQUIPMENT COMPANY • HATFIELD, PA.

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N. I. C. D. RESEARCH

From Talk at 41st Annual N.I.C.D. Convention, Chicago, March 13, 1950

by GEORGE P. FULTON
Director of Research, N.I.C.D.

In the absence of Mr. Fulton, who could not attend because of death in his family, the research report was presented by Dr. James Alexander, chief chemist of the National Institute.—W.R.P.

THE increased laboratory facilities which we have enjoyed in the new building have allowed us to undertake a number of new research projects. We have now reached the point where results are beginning to appear.

One new project is the study of dryecleaning in perchlorethylene. We have found the use of soaps in perchlorethylene to be very beneficial in increasing soil removal and in preventing graying of wool.

We have spent considerable time studying variations in the cleaning cycle when using perchlorethylene. Loads were run with various length soap runs. In each case, rinsing was accomplished with one batch rinse followed by 6 minutes of filtration. The graying of regenerated cellulose rayon and of wool increased considerably when the soap run was extended from 6 to 8 minutes. Soil removal, on the other hand, was not much greater at 8 minutes than at 5 or 6 minutes. A 5- or 6-minute soap run seems much to be preferred to a longer one.

This was also true under various conditions. There was more graying at 30 percent relative humidity than at 50 percent, but a 5- or 6-minute soap run was to be preferred in either case. Adding 1/4 ounce of water per pound of garments at 30 percent relative humidity decreased the graying, but under this condition also a 5- or 6-minute soap run was better than a longer one. We have conducted studies with a number of commercial detergents with similar results.

We have another project on research in cleaning in petroleum solvents. Test loads we have run using customary garments show the need for proper classification of "silks" to minimize redeposition. Whereas in loads of light silks the graying of regenerated cellulose rayon was 1.4 percent drop in light reflectance, dark silks (which contain more soil) cleaned under identical conditions caused a drop of 4 percent in light reflectance enough to be visibly dingy. Loads containing 8 percent dark silks and 92 percent light silks averaged 2.0 percent drop in reflectance. Thus, with the conventional batch soap runs now employed, and unless paste soap is used, the only way to keep the light colors bright is to clean them separately.

It would obviously be beneficial if we could eliminate this classification and find a way to clean light and dark silks together without appreciable redeposition of soil. We hope to do this by modifying the cleaning cycle. We are studying the time required for graying to occur when cleaning dark silks under various conditions, for any cleaning procedure which prevents excessive graying on dark silks will certainly also do so on mixed silks.

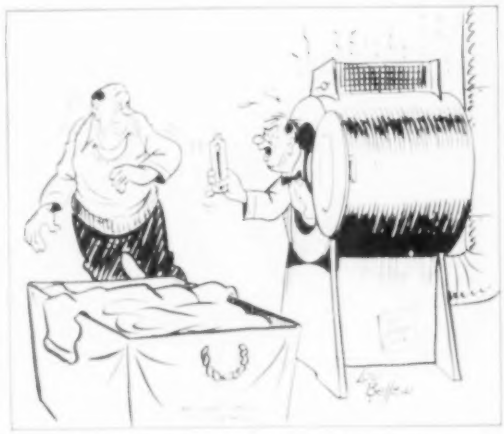
For example, at 30 percent relative humidity, 1/4 ounce of a commercial soap per pound of garments caused 2.1 percent graying (drop in reflectance) of cellulose acetate rayon in 3 minutes, 2.3 percent in 9 minutes, and 2.7 percent in 15 minutes. A concentration of 1/2 ounce of the same soap per pound caused 2.2 percent graying in 3 minutes, 3 percent in 9 minutes, and 3.1 percent in 15 minutes. Increasing the soap concentration to 1 ounce per pound of garments caused 2.2 percent graying in 3 minutes, 3.5 percent in 9 minutes, and 4.2 percent in 15 minutes.

Thus, increasing the soap concentration accelerates the rate of soil redeposition, and in this respect acts the same as increasing the length of the soap run. Raising the relative humidity also increases the rate of redeposition.

If after three minutes, when graying is only about 2 percent, the loose soil can be quickly flushed out, then a second and longer soap run can be used to achieve higher soil removal without danger of graying. We will study this more throughout the year. From the experience we have had so far, we can say that mere filtration at this point may not be enough. For example, we have found that if, after three minutes, filtration of 20 theoretical changes per hour is started, redeposition continues during the filtration. Undoubtedly, a filtration rate of 30 or 40 theoretical changes per hour or even more would be better, but it may be necessary to use a batch rinse followed by rapid filtration in order to get the dirt away rapidly enough. Our object, of course, is to give the industry a formula which will allow dark and light silks to be cleaned together and still have bright, clear garments with spotting easier and less wetcleaning.

We have other research projects also in progress, and we will publish more technical bulletins in 1950 based on laboratory research than ever before.

The expansion of another service of our laboratory has been made possible by our new facilities—that of individual laboratory tests for members. Most of these are tests on dryecleaning solvents sent in by member plants. The number of such tests which we have done annually has increased year by year. In 1946 only 24 were done; in 1947, 62; in 1948 the number increased to 234, while in 1949, 810 were done. So far in 1950, 536 have been completed during the months of January and February. # #



"Not as I thought! Eight degrees too hot for woolens!"

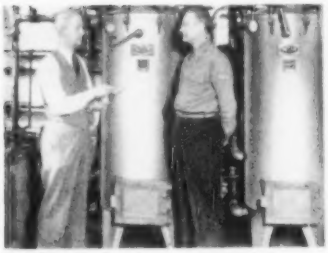
Here's How HEAD'S, INC. Cut Costs 33⅓%

with a BUTLER "BIG FLOW FILTER"...

Mr. I. J. Head
Head's Cleaners
Kansas City, Mo.

. . . "In our plant, we decided to change from our old 3200 gallon per hour filter to a new Butler 5000 gallon per hour filter. We work this filter on the same 36x48 washer and find that not only is our cleaning quality increased, but actually our costs are cut 33⅓ per cent."

Here's How We Do It . . .



1. "Our new filter gives 61 solvent changes per hour — assures constant flow of pure, clean solvent. Cuts washing time one-third.

2. "Increased flow means 33⅓% time saved at the spotting board . . . fewer spots . . . no rings because garments are really clean.

3. "Less time in the washer means less reshaping of garments . . . saves 10% on finishing time. Less wet wash is a great time saver, too.

4. "The time required to inspect garments has been cut about 20% . . . rejects have been cut way down. We get better quality in less time.

5. "Savings total 33⅓% . . . give us more profit on present business. Improved cleaning means more new customers . . . less turnover."

Check Your Own Solvent Flow Rate *FREE!*

Butler's "Clean Flow" Filter Meter helps you quickly determine the solvent flow rate you need in your present washer to cut costs . . . improve quality.

Ask your Butler Sales Representative for your FREE Clean Flow Meter, or mail coupon below today.

BUTLER MANUFACTURING COMPANY

Get a FREE "Clean Flow" Meter . . . Tear Off and Mail Today

Butler Builds a Complete Line of Cleaners' Equipment

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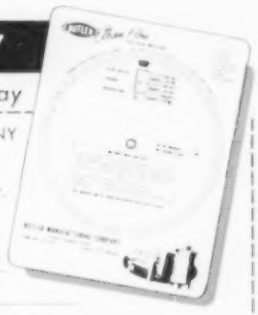
Please send me a Free BUTLER "Clean Flow" Meter.

Name _____

Firm _____

Address _____

City _____ Zone ____ State _____



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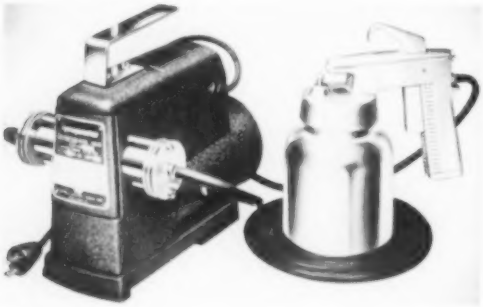
BRAND NEW! 5 TIME-SAVING MONEY-MAKING BUSINESS BUILDERS

Sensational Multi-Purpose SPRAY

- Pre-Spot
- Flame-Proof
- Water-Repellent
- Moth Proof
- Size—dry or wet



One piece of equipment will now do ALL your spraying. It's the sensational new SPRAYMASTER that sprays ALL liquids. Gives constant, unvarying pressure of 25 pounds, can't clog, easy to clean, gives even, controllable spray that prevents streaks and moisture rings, safe for *all* solvents, lightweight, instant response. Out-performs anything you've seen—will pay its small cost the first day.

$24.95

Astounding Hit of NICD Convention

NEW TYPE ZIPPER

STUCK? TWIST! FREE AGAIN!

Merchandise your service to your customer by answering a real problem—with the zipper that releases caught fabrics. You'll be the talk of your town when you offer the sensational new KEE Zipper as replacement. Show your customers the magic release. Show every woman and man how a turn of the KEE releases caught garments, prevents embarrassment. Greatest advance since the invention of the zipper.

7" skirt KEE Zipper, doz. **$2.00**

10" dress or 11" pants KEE Zipper, doz. **$2.50**

SUNBEAM BALL PEN

Cleaner (evening), permanent marking on paper tags. Can't spill or blot, ink will not bleed or fade or wet or dry cleaning. Many clean, crisp cartons. Dries immediately, writes smooth and free. With handsome desk set, **$1.50**. Pocket model **$1.00**. Refills, interchangeable for either model, **$3.00** per dozen.

NO-SNAG PEN

The ONLY marking fountain pen with real laundry NO-BLEACH ink and the famous fabric-safe point. Permanent marking for all fabrics. Complete set including pen, ink and point cleaner **$7.95**

PRESRITE PORO PAD

A laminated rubber padding—substitutes for one cotton pad—designed to keep your press machine properly resilient and improve the finish of your garment. May be used over ANY metal pad. Long-lasting, instant steam and air passage, reduces button breakage to minimum. All sizes and shapes. 42" size, only **$3.25**

Others in proportion.

JOBBERS

This is your ad. Write or wire for details —today!

Get these guaranteed products working for you today

ASK YOUR JOBBER—or write direct

CLEANERS SPECIALTIES SUPPLY CO.

6615 N. Fairfield Ave. • Chicago 45, Ill.

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I'VE HAD 20 YEARS OF SUCCESS with SOLVINK

An Entire Generation of Dry Cleaners Endorses SOLVINK—the perfect Spot Remover for ink, rust, paint and blood stains!

For twenty years and more SOLVINK has been building business and extra profits for dry cleaners. It removes ink, rust, paint and blood stains. No waiting. Nothing to dissolve. SOLVINK goes to work immediately. Order SOLVINK today and discover for yourself why it's been preferred for 20 years.

½ pint set Solvink—(2 solutions)—$2.25

.... AND YOU'LL HAVE THE SAME SUCCESS WITH GREENZYME--FOR ALBUMIN STAINS

Greenzyme, on the board or in the bath solution, is the perfect spot remover for albumin stains. When used on the board *Greenzyme* eliminates the need for expensive, time-taking wet cleaning. Pays for itself, pound by pound. Order *Greenzyme* with the same confidence that you order Solvink.

$3.95 lb. in case lots

SIZ-IN FOR SPRING HAT BUSINESS

Siz-In has everything you need for hat blocking, felts, straws or panamas. Gives hats a like new finish. No stiffness. No shine. There's extra profit for you this spring and summer in Siz-In.

$3.95 per gallon

ORDER FROM YOUR JOBBER NOW

for FREE samples write to

GREENVILLE CHEMICAL CO.

DEPT. N-2 • GREENVILLE, S. C.

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Texas group presents gifts in appreciation of services of members. Left: H. C. Buchanan presents watch to retiring president A. B. Spain, Jr. Center: David T. P. Nelson, AIL director for Texas, is given handsome desk chair. Right: Albert E. Sheppard receives gift of luggage.

JOINT MEETING IN TEXAS

by WAYNE WILSON

THE celebrated hospitality and enthusiasm of the Southwest were much in evidence at the combined convention of the Texas Laundry and Dry Cleaning Association and the Oklahoma Laundry Owners Association, held March 23 and 24 at Dallas.

A special "pre-convention" feature on March 22 was a talk on "Break-Even Charts for Management" by Hugo Swan, marketing counselor of the Texas group, presented at the request of laundryowners who had heard a discussion of the subject at a Southwest Linen Supply convention.

The problem of financial management was further discussed by John Carruthers of Boston, in his talk on "The Economics of Price Cutting" the following morning. Fred McBrien's talk on "Tested Selling Methods of the Small Laundry and Drycleaner" was based on experiences at his own plant, the Holland Laundry, Inc., of Philadelphia, and on the activities of the American Institute of Laundering, of which he is president.

At the luncheon, delegates were advised by Congressman Wingate Lucas of Fort Worth to support their representatives who are sincerely trying to evaluate proposed legislation.

The afternoon session opened with revelations by Wayne Wilson, editor of *Strawbridge Lloyd's Journal* of "How Some Laundry and Drycleaning Operators Make Money." George Isaacson of the AIL described new layout and plant improvements at the Institute's laundry at Joliet, Illinois.

At the second morning session Claude Lucas, well known industrial consultant of Pasadena, California, described the use of "Applied Engineering in Drycleaning and Laundry Plants." "Sound Thinking" was the subject of the next speaker, T. E. Milholland of Dallas, newly elected president of the National Institute of Cleaning and Dyeing.

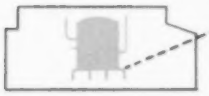
NICD President Milholland (left) and AIL President McBrien attended

Two speakers from the NICD closed the morning session. Norbert J. Berg, managing executive, spoke on "Problems of the Small Drycleaner As Reflected to NICD," and Dr. Dorothy S. Lyle, director of consumer education, described "New Developments in Textile Fabrics."

The afternoon speaker was C. B. Kasson of R. R. Street & Co., Inc., who gave his talk on "Selling Drycleaning." The session ended with a clinic on operational problems in drycleaning and laundry plants, with J. Elmer Burkhart, Jr., of Houston as chairman and speakers Berg, Carruthers, Kasson, Lucas and Lyle participating.

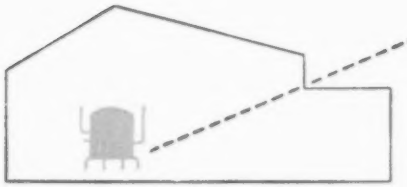
At its business meeting the Texas Association chose Charles A. Burton of Austin to succeed A. B. Spain, Jr., as president for the coming year.

Social events of the convention had a distinctly Southwestern flavor, with a ranch-style dinner and square dance the first evening, presenting an opportunity for displaying agile footwork and Western regalia, and another square dance presentation at the closing dinner, floor show and dance. ▪ ▪



This Little Plant Has a Boiler Too Big

(. . . wasted investment)



This Big Plant Has a Boiler Too Small

(. . . wasted time, fuel and labor dollars)

NOW—Custom-Fitted Boiler Service with the HOFFMAN

Steamaster

"LITTLE SCOTCHMAN"

Scotch Marine Boilers

We've licked the boiler-buying "bogey" for you! Whatever your steam requirements, Hoffman can now furnish a "Steamaster" model that's exactly right for your needs. You've read about the "Little Scotchman." It's the amazingly efficient and thrifty design that saves fuel dollars, saves floor space, saves time. Your Hoffman representative has all the eye-opening facts. Call him or write us today.

- **Models from 3 to 25 H.P. . . . 3 sizes . . . for gas or oil-fired installation.**
- **Complete and compact . . . ready for installation . . . fully insulated . . . no lagging or brickwork.**
- **Thrifty low-cost operation . . . Scotch Marine design saves fuel . . . longer tube life.**
- **Fully approved by National Board of Pressure Vessel Inspectors . . . A.S.M.E. code.**

CHECK THE LOW PRICE AND CONVENIENT TERMS

CALL OR WRITE TODAY

TOPS IN VALUE . . . SINCE 1905

Hoffman

U. S. HOFFMAN MACHINERY CORP. 105 FOURTH AVENUE, NEW YORK 3, N. Y.

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GEORGIA DRAWS CROWD

by WILLIAM S. CROMPTON

Top, seated: Mrs. Eileen McDargh, executive secretary. Standing, left to right: Preston Bunn, president; Sydney Garrison, vice president; Clifford E. Morgan, retiring president. Above: Some of guests at cocktail party. Above right: Actors from Atlanta Civic Theater dramatize Wirt Dunlop's talk on practical selling. Routeman makes point after housewife visited by slamming door in his face. Right: Part of audience

THE 571 delegates from Georgia and neighboring states who attended the annual convention of the Georgia Laundry and Cleaners Association, held March 29 and 30 at Atlanta, were rewarded with good weather, good speakers on a well coordinated program. The business sessions, which opened with group singing led by Henry Benoit of North Carolina, were well attended, even by most of the 77 allied tradesmen.

Outstanding among the talks was the discussion, graphically illustrated with charts, of "Price Cutting vs. Volume Decline" by James R. Wilson, head of an Atlanta firm of dryecleaning and laundry accountants. Stage skits demonstrating route selling technique dramatized the presentation of Wirt Dunlop, sales promotion director of the American Institute of Laundering, on "Practical Day by Day Selling." Mr. Dunlop followed up the next day with a talk on "Selection and Training of Sales Personnel."

Other speakers included Norbert Berg, managing executive of the National Institute of Cleaning and Dyeing, discussing management, and Dr. Dorothy S. Lyle of the NICD, with a slideillustrated talk on current textile problems. Thomas Asbury, Jr., of the Charles S. Martin Distributing Company, Atlanta, gave a blackboard talk on a "Formula for Successful Retailing," and Commissioner Ben T. Huiett of the Georgia Department of Labor explained the effect of the state unemployment compensation law on the laundry and dryecleaning business.

Don E. Tuttle, head of the research department of Procter and Gamble, showed that company's technicolor film, "Leave Less to Luck," featuring the properties and actions of soaps and detergents photographed under the microscope.

Preston Bunn of Griffin was elected president for the coming year and Sydney Garrison of Moultrie was chosen vice president. Mrs. Eileen McDargh continues as executive secretary. Directors for 1950 are: Ed Barrett, Cedartown; Mercer Buffington, Manchester; Bill Bunton, Albany; Joe Edwards, Jr., Thomasville; C. F. Goodloe, Valdosta; Gardner Hale, Savannah; Hulan Hardy, Augusta; Mrs. B. A. Hill, Macon; Theo Jackson, Winder; Joe Levine, Macon; T. T. McGee, Lawrenceville; H. F. Meadors, Covington; C. E. Morgan, Atlanta; J. L. Reeves, Griffin; W. J. Rice, Columbus, and Arthur Solomon, Jr., Savannah. Also: Curtis Spear, Columbus; Marvin Wages, Albany; H. L. Cornelison, Athens; C. C. Porter, Gainesville; D. B. Tanner, Douglas; Charles Griffeth, Athens, and Sam A. Wix, Atlanta.

A cocktail party Wednesday afternoon and a banquet and floor show Thursday night provided the entertainment to balance the convention, one of the best Georgia has held in many years.

Stauffer CHEMICALS

CARBON TETRACHLORIDE

99.99% PURE

highest purity means odorless dry cleaning

Stauffer's Carbon Tetrachloride is widely used in the drycleaning industry because of its powerful solvent action and nonflammable nature. A clear, colorless liquid, free from suspended material, Stauffer's Carbon Tetrachloride 99.99% Pure, has a pleasant aroma that assures quality, odorless drycleaning.

For greater customer satisfaction, order Stauffer's Carbon Tetrachloride from your regular distributor.

PACKING

Capacity	Vol. in Gals. @ 68° F.	Net Wt. in lbs.	Gross Wt. in lbs.
55 gal. drum S.T.C.*	52.5	700	750

*Non-Returnable

TRY
STAUFFER'S
COMPANION
PRODUCT
ZOL
DRY CLEANER

Stauffer Chemical Company

420 Lexington Avenue, New York 17, N. Y. • 221 North LaSalle Street, Chicago 1, Illinois • 824 Wilshire Boulevard, Los Angeles 14, Cal. • 636 California Street, San Francisco 8, Cal. • 424 Ohio Bldg., Akron 8, O. • Apopka, Fla. • N. Portland, Ore. • Houston 2, Tex. • Weslaco, Tex.

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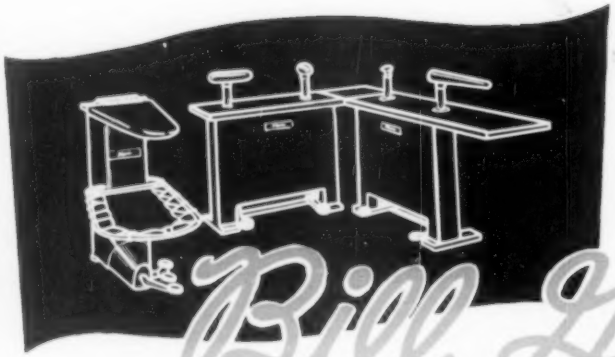
FINISHING BOARD . . .

Built to world-famous Glover standards . . . assuring you instant steam and plenty of it, evenly distributed along its gleaming perforated stainless steel top. Strong vacuum means quicker drying. That moves production faster . . . gets better results. Glover pleating trowels, in handy location, save many minutes. Eliminates lustring of rayons, Celanese, gabardines, serges and seams. It's the answer to a finisher's prayer!



FEATURING the greatest single advance in valve construction . . . the Bill Glover stainless steel Valve Seat! It lasts longer. It's easiest to service. It's replaceable in a matter of a few moments. Until atomic energy replaces steam, it's the BEST!

Bill Glover
FINISHING SYSTEM

for faster, better work

. . . PUFF IRONS

Built by Bill Glover as Puff Irons should be . . . not for a price, but to do the job right! Highly polished aluminum heads do a faster, better job. Dry and cure the fabric completely, give that even, soft, fresh appearance. Engineered for years of uninterrupted service, assembled by skilled workmen under close inspection. A big sturdy spring holds the fibre valve seat tightly shut against a screwed-in replaceable, hard, stainless steel seat. No more soft brass seats to pit or wear uneven and cause leaks.

The Glover line includes other models and styles not illustrated here. Triple and single cabinet models are available with any heads desired. The special Men's Coat Shoulder design for pressing machines may be had on a floor stand or to bolt to the press table.

Ask for latest descriptive literature showing the full line of Glover Puff Irons.

See Your Bill Glover Jobber Today . . . or write

Bill Glover INCORPORATED • 5204 Truman Road Kansas City 1, Mo

When writing to advertisers please mention The NATIONAL CLEANER & DYER

Don't Be Haunted By Fatty Acids!

. . . use Blue Label DARCO and get sweet-smelling, quality dry cleaning

Darco is death to fatty acids! So kill off these troublemakers by using Blue Label Darco in your filter *regularly*.

DARCO is not a "cover-up" for odors. It will give you clean solvent from which all types of residues have been removed. This means improved performance from washer, still, filter, and tumbler—and longer-lasting solvent!

Darco is easy to use! After precoating, just put Blue Label DARCO in your washer or trap . . . recirculate solvent until clear and put in your first load of work.

See your Darco distributor *now!* And write for "Handbook of Solvent Recovery."

DARCO

DARCO—REG. U. S. PAT. OFF.

DARCO CORPORATION

60 East 42nd Street, New York 17, N. Y.

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Customer control files of Valet System, Pawtucket, Rhode Island, are checked for inactive accounts by Vincent James, general manager, and secretary Glenna Rothwell. Mr. James personally calls on inactive customers who have complaints routeman cannot handle.

FORMULA FOR GROWTH

Top-Grade Service Plus Follow-Up Equals Contented Customers

TWO factors have been of paramount importance in the impressive growth of Valet System, Pawtucket, Rhode Island, since 1941 when it was taken over by Harry Main. Under the new owner, the cleaning firm grew from a single store to a business with two cleaning plants (later consolidated into one), seven retail stores in a 20-mile area, and operating six truck routes.

Three types of service are offered by Valet System—priced at $1, $1.25 and $1.65. The latter two, according to Mr. Main, together with a thorough system of customer control, are responsible for the firm's fast build-up.

Ladies Like Bachelor Service

The highest price service, called Valux Bachelor Service, stresses inspection from the time the work is received. Before a garment is routed to the cleaning department it is inspected and repaired by an expert tailor. All open seams and worn places are mended and loose buttons are secured. Missing buttons are matched, malfunctioning zippers and other fasteners are put in working order.

Oddly enough, the so-called Bachelor Service has proved more popular with women customers than with men; ladies' garments account for 80 percent of Valux volume. Attention to such details as restitching self-material buttons and buckles, when necessary, undoubtedly accounts for the popularity of the service with the ladies.

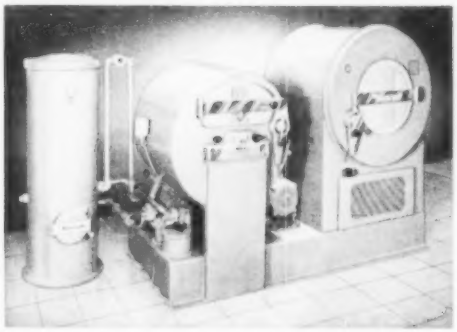
Customer Control

Valet maintains constant contact with its customers through direct mail, telephone calls and routemen. Complete records, which include notations of all calls made, are kept on a Kardex file system. The customer control file is kept meticulously up to date. All deaths and removals are noted and the cards removed from the file.

Each week the routemen are given a list of customers who have not patronized the firm for the past three months. Frequently personal letters are mailed to the customers before the routeman makes his check-up calls, which are usually successful on these accounts.

"You said you'd make me a partner any time I got hold of a little capital."

Make More Money With MERCURY



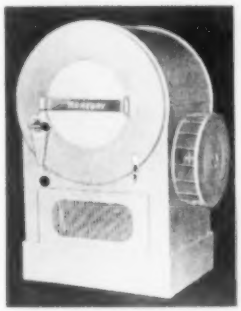
Washer—extractor, tumbler, filter, pump and storage tank in one complete U.L. listed unit. **Only $2595 F.O.B. Factory.**

Modern Drycleaning Unit

- Designed for $1000-$1200 weekly volume.
- USES SAFE, low cost 140° flash petroleum solvent.
- Cleans and extracts in same cylinder—operator never handles wet garments.
- Completely vented to outside—no odors, no waste.
- Storage tank is built in the base of the unit.
- Requires only 5 x 10 foot space.
- Easy to install—comes completely assembled with unions for connecting the filter.

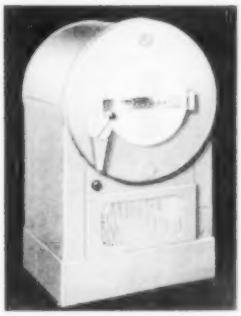
MERCURY "FASTEST AIR MOVEMENT" TUMBLERS FOR QUICKER DRYING

Available for Immediate Delivery



STODDARD SOLVENT DRYCLEANING TUMBLER

A large fan and ¾ hp. motor gives 50 complete air changes a minute for faster, safer drying. Selection of 6 temperature ranges to control shrinkage. Full 21-inch explosion hatch—meets all N.B.F.U. safety requirements.



U.L. LISTED TUMBLER FOR 140° FLASH PETROLEUM SOLVENT

As offered with the latest Mercury petroleum unit. 50 complete air changes a minute and a choice of 6 temperature ranges for shrinkage control. Can be used with any 140° flash petroleum unit.

LAUNDRY TUMBLER

1000 cfm air movement provided by a large fan and ¾ hp. motor results in faster, softer drying and minimum lint accumulation. Quick action automatic door switch speeds up loading and unloading time.

Mercury tumblers are precision made to insure long life and high capacity operation.

All size 36" x 30"

OVER 2700 SUCCESSFUL MERCURY DRYCLEANING UNIT OWNERS IN 48 STATES

WRITE FOR FURTHER INFORMATION

MERCURY CLEANING SYSTEMS, INC.

549 W. WASHINGTON BOULEVARD, CHICAGO 6, ILLINOIS • TELEPHONE AN dover 3-5420

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LIKE May and Taurus*

*According to astrology, the ancient "science of the stars," those born between April 22 and May 20 fall under the influence of Taurus, symbolized by a bull.

Stod-Sol
and
Stod-Sol TEST BUNDLE SERVICE

...they go together

BIRTHDAY GREETINGS to DRYCLEANERS BORN in May

Astrologers agree that you are self-reliant and capable of working hard to accomplish your purpose. Even with these fine traits, many May-born drycleaners rely on STOD-SOL, the proven solvent, for better profits through increased production combined with quality service. Let your nearest STOD-SOL distributor explain how STOD-SOL'S famous "Test Bundle" Service can help in the solution of special drycleaning problems.

ANDERSON-PRICHARD
INDUSTRIAL NAPHTHAS

ANDERSON-PRICHARD OIL CORPORATION

PRODUCERS REFINERS

OKLAHOMA CITY, OKLA.

BRANCHES IN ALL PRINCIPAL CITIES

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NEWS NOTES *in the trade*

Street Bulletin on Odor

IN time for the 1950 "odor season," R. R. Street & Co., Inc., has announced that it has available for free distribution copies of its technical bulletin No. 5288 on "Odor — Its Cause and Cure." Written by William Wilburn, a Street field technician, the bulletin first appeared as an article in the February 1943 issue of THE NATIONAL CLEANER & DYER. Since that time Street has distributed several thousand free reprints of this informative article, termed the most complete treatise ever written upon this important drycleaning problem.

Requests for the 10-page bulletin should be made on a company letterhead and addressed directly to R. R. Street & Co., Inc., 561 W. Monroe St., Chicago 6, Ill.

Carman Moves Headquarters

CARMAN & CO., INC., has announced the removal of its New York branch and executive offices from 629 W. 27th St., New York City, to 70 Summit St., Brooklyn 31, N. Y.

New Yorker Air-Operated Press

THE New Yorker "New-Matic" air-operated pressing machine has been introduced by the New York Pressing Machinery Corp., 880 Broadway, New York, N. Y. The manufacturer announces that the new presses have been approved by the New York State Labor Department for safe operation.

The press features a small closing pedal, a small locking lever, and a long "can't be missed" release bar to open the machine. The manufacturer points out that ease of operation makes it easy for the operator to change from using a foot-operated machine with minimum mental adjustment.

The New Yorker New-Matic air-operated presses are available, the company states, in all 200 models used in the drycleaning, laundry and clothing fields.

Gross Star Product Renamed

L. BEHRSTOCK Co., Chicago, Ill., has announced a change in the name of its Gross Star Screen Asbestos Pads. The word "Protector" has been added to describe more accurately the actual use of the press pad as a pad saver, according to an announcement by Leo Behrstock, founder of the firm.

The Gross Star Pad Protector is intended for use in prolonging the life of cotton, rubber or metal padding. Mr. Behrstock points out the greater attention now being given to types of padding and increased cost of many of the new combinations, making it necessary to get longer service from press padding.

The Pad Protector is a self-contained unit, available in all sizes. A life of two years is claimed for the product. Mr. Behrstock states that its use will prolong the life of any pad although the length of service will depend on the type of padding being used and on plant conditions.

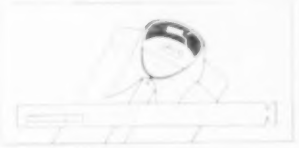
Tie Press Upper-Buck Insulator

SHEDLOV-HEINZ Manufacturing Company has announced a new type asbestos upper-buck pad insulator for its Janet Necktie Press. Designed of a porous asbestos material, the new pad is said to protect upper buck covers from becoming brittle or searched due to excessive heat. The asbestos also tends to distribute heat evenly over entire upper surface. The insulator provides a firmness for the pad that, it is claimed, insures top-quality finish for all ties.

Complete information on the Janet Necktie Press and the new asbestos insulator can be obtained by writing to Shedlov-Heinz Manufacturing Company, 15 Wilder St., Minneapolis, Minn.

Sport Shirt Packaging

A COLLAR support designed to retain the shape of sport and non-starched shirt collars has been introduced by Time Savers, Inc., under the name of X-p-a-n-d-o, the Sportster. The support contracts or expands to fit all collars from 13½ to 17½ inches, forming a complete, rigid circle against the inner face of the collar.



According to the announcement, X-p-a-n-d-o re-

When other Spotters fail, TRY ME!

You'll find me easy to get along with. And I'm not hard on fabric or color. *But I am rough on stains.* That's why Drycleaners and Laundrymen everywhere rely upon me for tough stain removal. They know that if any spotter is going to take the stain out, I will.

Summertime is stain time, and there is no better insurance for the removal of Tar, Aeroplane Dope, Grass, Lipstick, Tannin, Paint, Lacquer, Oxidized Oil and Grease Stains, etc., than TarGo.

I (TarGo) have built a reputation of removing stains when other spotters fail. I remove stains quickly, thus I not only save you time, but I also save rubbing of the fabric.

Eliminate your stain headaches by using TarGo—the spotter's most reliable spotter.

—Ask your Jobber—

A. L. WILSON CHEMICAL CO.

38 PASSAIC AVE., KEARNY, N. J.

quires only one simple operation to insert. A flick of the hands expands it to a fit that is so snug that it cannot fall out. The patented Lok-Shot automatically locks the shape in place.

Further information and a copy of Time Savers' new Shirt Packaging Folder may be obtained by writing to Time Savers, Inc., 85-90 Walnut St., Montclair, N. J.

Martin Promotes Fischer

MARTIN Equipment Corporation, Buffalo, N. Y., has announced the promotion of William J. Fischer from field engineer to technical director. Mr. Fischer has been connected with the Martin organization and associates, General Engineering Company, for the past 10 years. Previously he was connected for 15 years with Linde Air Products Company.

WILLIAM J. FISCHER

According to the announcement, Mr. Fischer, who has traveled the United States, Canada and Mexico from coast to coast, is thoroughly familiar with service problem of cleaning unit owners, regardless of the type of solvent used in their operations.

Dodge Expands Fluid-Drive Line

L. L. COLBERT, president of the Dodge Division, Chrysler Corporation, recently announced that the company has expanded its line of trucks equipped with gyrol fluid drive to include 50 models, with gross vehicle weights ranging from 4,250 to 10,100 pounds. Dodge is now offering gyrol fluid drive on "Job-Rated" trucks with nominal ratings of ½, ¾ and 1 ton. Dodge first offered fluid drive on a commercial vehicle in 1948 when it introduced the Route-Van, a door-to-door delivery truck.

Mr. Colbert's announcement stated that the success of fluid drive on the Route-Van encouraged the company to extend its use to the other truck models described above.

According to Dodge, fluid drive gives truck loads a safer ride, provides easier and smoother starts, better tire mileage, less wheel spin in mud or slush, and cushions more than 80 vital parts against driving shock. Service costs are lowered and trucks with fluid drive last longer, the company states.

Driving is said to be less tiring, since with fluid drive the driver can speed along in high, creep along in heavy traffic, then speed up again, all without touching the gearshift lever or clutch.

The fluid drive unit consists of two fan-like members shaped like shallow metal bowls. A number of vanes lead from the center hub to the outside edge of each bowl. The two bowls face one another in an air-tight housing partly filled with oil. The front bowl is connected to the engine crankshaft, the rear bowl to the clutch.

With the engine idling, the front bowl turns slowly

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in the oil. As the engine speeds up, the front bowl turns faster and forces oil against the vanes of the rear bowl with more force. The rear bowl begins to turn, and the truck starts to move. When the truck picks up speed, the two bowls spin at about the same rate.

Correction on Unipress Price

IN the advertisement of the Unipress Company, Minneapolis, Minn., which appeared on page 60 of our April issue, the price of the Unipress Economy "Package Unit" Shirt Laundry was incorrectly stated as $4,709 in one place and given in another place as $4,895, the correct price at the time. The price of the unit has now been reduced to $4,367.

Amber Press Clamp Improved

THE Amber Manufacturing Company has introduced to the dryecleaning industry its latest model Amber Press Clamp with several major improvements. According to the announcement, the flat clamping body, formerly made of ordinary steel, is now made of specially tempered and highly flexible spring steel so that it will fit perfectly on any type of pressing machine, regardless of contour and the type of padding used. A more powerful expansion spring is also being used on the improved model. This spring is now guided by a new link so that it will operate on a straight line without touching the cloth cover of the clamping body.

According to Y. Amber, the original inventor of this stretching tool, these improvements are designed to add to the efficiency and durability of the device.

Durkin Joins Kliegman

RAYMOND F. DURKIN

AFTER several years in another field, Raymond F. Durkin is back in the dryecleaning and laundry industry as assistant to Bill Kamins, sales manager of Kliegman Brothers, Inc., Glendale, N. Y.

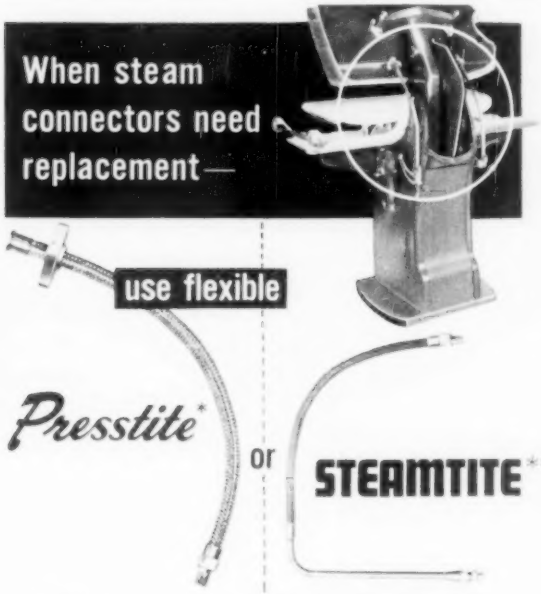
Mr. Durkin started his career in the dryecleaning and laundry supply field in 1916. He is a past president of the Laundry & Dry Cleaning Supply Credit Protective Association, which he was instrumental in organizing, and has an extensive knowledge of the problems of the industry from the executive, credit and sales angles.

Bostitch Announces New Cuff Tacker

THE Model P6K Kuffacker, recently placed on the market by Bostitch, is designed to tack down trouser cuffs after pressing. The stapler, which resembles a pair of ordinary pliers, applies a special staple from inside the trouser leg and clinches it "blind" inside the cuff. Weighing one pound, the stapler is said to be simple to operate.

Drycleaners who wish to see how the stapler oper-

When steam connectors need replacement—



For modern machines use PRESSTITE — American PRESSTITE* Connectors are specially designed for modern laundry and pressing machines. They are made with the same type of flexible seamless corrugated bronze tubing that we regularly furnish to the pressing machine manufacturers. No seams, joints, welds in packing. Practically no maintenance. Easy to install, no special tools required.

For your old machines with swing joints use STEAMTITE — Make your old presses easier and faster to operate by equipping them with American STEAMTITE** Connectors. Remove the rigid steam pipe and swing joint—then install STEAMTITE Connectors. It's that simple.

Ask for descriptive bulletin L-173 — Bulletin L-173 clearly describes and illustrates American PRESSTITE and STEAMTITE Connectors and contains a listing of manufacturers' press model numbers to help you order connectors correctly. For your copy write The American Brass Company, American Metal Hose Branch, Waterbury 20, Connecticut. In Canada, The Canadian Fairbanks-Morse Co., Ltd.

ANACONDA

Wherever connectors must move... American

FLEXIBLE METAL HOSE AND TUBING

Let Orvus Extra Granules Iron Out These Wet Cleaning "Wrinkles"

You'll like the competent way Orvus Extra pulls soil and stains from garments—in the wet cleaning wheel or on the scrub table. You'll like its extra cleaning power . . . and the safety it provides for all types of materials.

Orvus Extra gives excellent results in either hard or soft water. It removes lime soaps from fabrics and washwheels. It rinses freely. It leaves washed fabrics with the natural "handle" that customers like.

Try Orvus Extra. You'll find plenty of "extras" in this complete, multi-purpose synthetic detergent.

ORVUS

Procter & Gamble Cincinnati, Ohio

ates may write to S. L. Smith, Bostitch, 587 Mechanic St., Westerly, R. I.

Daniels Products Reduced

A NEW illustrated folder on baskets, hampers, trucks and other equipment of C. R. Daniels, Inc., Daniels, Md., lists price reductions. Price List No. 43 may be obtained by writing to the company.

New International Truck Line

A NEW line of International multi-stop delivery trucks with Metro bodies, featuring all-new matched chassis and bodies, has been introduced by the motor truck division of International Harvester Company, it was announced by W. C. Schumacher, general manager.

In addition to the new smart lines of the exterior, Mr. Schumacher pointed out, the body has greater cargo-carrying capacity, with an inside height of 70 inches, an increase of 4½ inches. The floor is 1½ inches lower, allowing a lower center of gravity. Front side doors have been increased 4 inches in width and 1 inch in height, thus making loading and unloading easier. Standard rear door openings are 2½ inches higher, and the inside step is 1½ inches lower.

The new trucks are designed to provide easier service accessibility, the announcement states. They also have greater vision; separate parking lights; and a new solenoid-actuated starter controlled by the ignition switch. New heavy-duty channel-type front and rear bumpers are now mounted to the chassis frame.

The new truck is powered with the Silver Diamond 220 truck engine, a new valve-in-head, six-cylinder engine which develops 100 horsepower and has a compression ratio of 6.5. Featured with the new engine are a new heavy-duty, three-speed transmission and a remote-control gearshift with positive acting rods, said to give easier, more positive shifting.

Additional features include full-floating hypoid rear axles and new wider-tread front axles for more stability and better steering; new shock absorbers, longer springs, and new spring shackles.

In its new multi-stop delivery trucks International continues to emphasize custom manufacture by skilled craftsmen, General Manager Schumacher stated.

The new line of International multi-stop delivery trucks with Metro bodies includes three body sizes.

The 7½-foot body, with 235-cubic-foot capacity, is available on three 102-inch-wheelbase chassis: the LM-120, with a 5,300-pound GVW; the LM-121, with a 5,800-pound GVW; and the LM-122, with a 6,300-pound GVW.

The 9½-foot body, with 292-cubic-foot capacity, is available on six 115-inch-wheelbase chassis: the LM-120, with a 5,300-pound GVW; the LM-121, with a 5,800-pound GVW; the LM-122, with a 6,300-pound GVW; the LM-150, with an 8,000-pound GVW; the LM-151, with a 9,000-pound GVW; and the LM-152, with a 10,000-pound GVW.

The 12-foot body, with 375-cubic-foot capacity, is available on three 134-inch-wheelbase chassis: the LM-150, with an 8,000-pound GVW; the LM-151, with a 9,000-pound GVW; and the LM-152, with a 10,000-pound GVW.

Optional equipment includes a variety of rear door

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sizes and such features as undercoating of chassis and body. SAE frame width of 34 inches is standard in every model. Four standard colors and six optional colors, at no extra cost, are available.

Spotting Kit for Carpet Cleaners

A HANDY Spot Removal Kit for use by the carpet or upholstery cleaner, in the plant or on location, has been introduced by Multi-Clean Products, Inc., St. Paul, Minn. Designed for portability and ease of handling, the kit comprises a light-weight aluminum carrying case, 7¾ by 20¾ by 13¼ inches. A slide-out drawer at the top contains a nylon spotting brush and bone spatula and can be used to carry cloths and other tools.

The main compartment of the case is equipped with dividers and accommodates a dozen or more chemical containers, many equipped with shaker tops. The chemicals furnished with the kit include spotters, wet and dry, for all types of stains, a deodorizer with sprayer applicator, color-setting compound, and indicator for determining acidity-alkalinity. With each kit the company furnishes a spotting manual with charts and detailed instructions for removing spots from floor coverings.

Dye touch-up kits are also available, Multi-Clean announces.

Wood Joins Campbell-Frazier

GORDON H. WOOD

THE Campbell-Frazier Supply Company of Kansas City, Mo., has announced the addition of Gordon H. Wood to its sales department. The company serves dryc leaners and laundries in the states of Missouri and Kansas.

Mr. Wood is experienced in the field and has a wide acquaintance in the territory because of his previous 18-year connection with a large chemical company, including 10 years as Kansas City district manager.

Berlou Booklet on Mothproofing

A BOOKLET entitled "Berlou's Profit Builder Plan" has just been published by Berlou Manufacturing Company, Marion, Ohio. Of particular interest to dry-cleaners and rug cleaners, the booklet discusses facts

LAST CALL for FUR Cleaning and Storage PROFITS!

● **OF COURSE, we'll help you . . .**

The customers you serve *today* . . . will pay for your "RELIABLE" equipment many times over . . . *tomorrow!* And, all you need to start is a little space . . . we'll do the rest!

● **GET the "*RELIABLE*" FACTS . . .**

You can install FUR Cleaning and Storage departments at any time, BUT to get PROFITS this season—you should get started NOW!

YOU CAN RELY ON RELIABLE

RELIABLE FUR STORAGE EQUIPMENT Co.

Division of

RELIABLE MACHINE WORKS, Inc.

230-240 EAGLE ST. • BROOKLYN 22, N. Y.

WAIT, "RELIABLE"!

SEND US DATA ON:

☐ Fur Cleaning

☐ Planned Storage

☐ Package Unit Storage

NAME

FIRM

ADDRESS

City Zone

State

☐ *Send a representative*

MARK Inquiries BOX N-550

Looking for Lower Costs?

In Many Plants they have Found the Answer

PRODUCTION GOES UP ... with AND COSTS COME DOWN

for 140 F Solvent

Majestic

The Modern Dry Cleaning Unit

And Here's Why . . .

It incorporates the EXCLUSIVE PURISOL SYSTEM, an arrangement whereby dirty solvent is sent from the washer directly to the filter. The main storage tank therefore is kept clean and free from fatty acid forming impurities. Your solvent never has to be dumped. A definite saving in filter powder is a result of sending it directly to the filter from the washer instead of being added to the storage tank where a portion of it will settle and never reach the filter. A beautiful cleaning job is also the result of the rinse action of the Purisol System. A "shower" of clean solvent sprays on the garments during the rinse cycle. Solvent does not rise from the bottom and overflow as in so many systems.

LOW PRICED *Engineered for Production* READY TO WORK

For further information contact your jobber or write direct to

INDIANA MANUFACTURING CO., INC. 1900 East Main St., New Albany, Ind.

JOBBER INQUIRIES SOLICITED

about moth damage in addition to describing the Berlon mothproofing compound and the advertising service offered by the company to users of its product.

The booklet is obtainable from Berlon without charge.

General Motors Promotes Kyes

THE appointment of Roger M. Kyes as general manager of the GMC Truck & Coach Division of General Motors has been announced by C. E. Wilson, president. Mr. Kyes, assistant general manager of GMC Truck & Coach since last October, succeeds Morgan D. Douglas, who is taking a leave of absence because of his health.

Mr. Kyes joined General Motors in August, 1948, and served as director of its central office procurement and schedules staff until his appointment to the GMC Division in October, 1949.

Filtrol Send-off for Hartigan

Executives of Filtrol Corporation give farewell luncheon for retiring Rufus Hartigan, who has been associated with the company since 1942.

Davies-Young Promotes John Young

THE Davies-Young Soap Company, Dayton, Ohio, has announced the appointment of John R. Young as assistant to E. G. Eckerman, general sales and advertising manager.

JOHN R. YOUNG

Mr. Young is a graduate of the University of Illinois and also of the 20th Class of the NICD School. During World War II he served for two and a half years in the Navy and held the rank of Lieutenant (j.g.).

Mr. Young brings a well-rounded experience to his new position. He spent five years in the field selling "Buckeye" products to drycleaning plants and laundries in the Midwest. He has also been plant manager of The Davies-Young Soap Company for the past two years.

Bart Introduces Mat Service

A NEW advertising program for drycleaners has been introduced by Stuart Bart, Inc., 114 E. 32nd St., New York 16, N. Y. The service includes newspaper mat ads, radio announcements, a section on art work and headings, a direct-mail section and a merchandis-

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ing calendar. The service is to be sold on the basis of one franchise to an area.

The service for April, May and June will be sent upon request for examination without charge, Mr. Burt announces.

Explosion-Proof Electric Controller

THE McDonnell No. 65, a new explosion-proof, float-operated electric controller for water tanks, receivers and other liquid storage systems, has been announced by McDonnell & Miller, Inc., Chicago, Ill. The No. 65 can be used to "make" or to "break" electrical circuits at either high or low levels.

No. 65 has been Underwriters' tested and approved for use under the following hazardous conditions:

Class I, Group C—Atmospheres containing ethyl-ether vapors, ethylene, or cyclopropane.

Class I, Group D—Atmospheres containing gasoline, petroleum, naphtha, benzine, butane, propane, alcohols, acetone, benzol, lacquer solvent vapors, or natural gas.

A new circular covering the No. 65 controller may be had by writing McDonnell & Miller, Inc., Wrigley Building, Chicago 11, Ill.

Television "Spots" for Cleaners

A SERIES of 30-second films especially designed for television advertising of drycleaning and storage services has been developed by Mars Advertising Agency, 411 N. Seventh St., St. Louis 1, Mo. The films consist of animated cartoons and copy, with a musical jingle, and can be supplemented by slides of the plantowner's individual business to make up a one-minute "spot."

Garment Dyers Guild Promotion

THE Garment Dyers Guild of America, new association of wholesale dye houses, has approved as its trademark a colorful drawing embodying the heraldry of an American eagle, a shield and ribbons. The insignia will be used in Guild advertising and stationery and plaques will be issued to members for their office display. Later, decals will be furnished for store windows, trucks, etc.

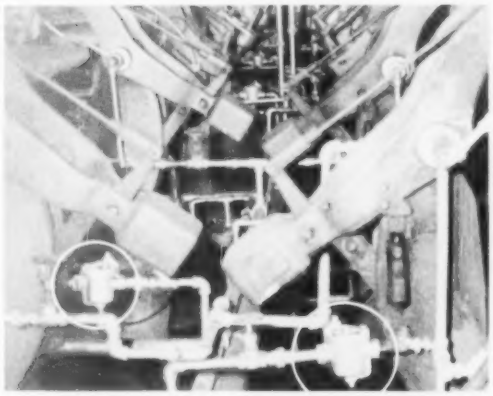
As part of its program to acquaint the nation with the usefulness of dyeing and to improve both consumer and trade relations, the Guild has released a service article to a national list of metropolitan newspapers. Headed "Handy Dyeing Chart," the release tells what colors can or cannot be dyed to other colors.

Any dryceaner who would like to have this release printed in his local newspaper is invited to write for a copy to the secretary of the Guild, John Egli, General Dyeing, Inc., 818 Doeman St., Indianapolis 2, Ind.

Spix Develops New Detergent

THE research department of Spix Products Company has developed a new detergent, "Strate," described as a mixture of surface-active detergents which aid drycleaning by utilizing or activating the moisture

AND STILL MORE PROOF THAT GOOD STEAM TRAPPING PAYS OFF



$59.62 FUEL SAVINGS per month, after installing 14 Armstrong Traps.

Wisconsin Cleaners, Milwaukee, Wis.

PRODUCTION UP 30%, FUEL CONSUMPTION DOWN 20% as a result of unit trapping with Armstrongs.

Peabody Steam Laundry, Peabody, Mass.

TWO HOURS LESS HEATING UP TIME and 10% fuel savings since installing Armstrongs on all steam heated equipment.

Robertson's Laundry & Cleaners, Sault Ste. Marie, Mich.

Send for This Bulletin

Armstrong Bulletin No. 191 explains why Armstrong steam traps accomplish results like those listed above. Free of bullshoo, this facts-and-figures booklet, complete with trap sizes, prices and recommendations, may show you the way to make real savings.

ARMSTRONG MACHINE WORKS
850 Maple St., Three Rivers, Mich.

ARMSTRONG STEAM TRAPS

When writing to advertisers please mention The NATIONAL CLEANER & DYER

IT'S THE TALK OF THE TRADE!

It's the washer with plenty to talk about . . . ruggedness, modern appearance and outstanding operating features. See for yourself how the attractively priced Model 500 can cut time and work in your plant. Compare it with other "lever control" machines for the engineering points that mean longer life and better service.

The Western Model 500 is available in three sizes: 30 x 36, 30 x 48, and 36 x 54. All sizes are available in end header belt drive and belted motor drive.

Write Today For Free Circular

430 EAST 10TH ST.
NORTH KANSAS CITY, MO

Western Laundry Machinery Co

normally present in the cloth. This is said to be an entirely new approach to the use of detergents in dry-cleaning. Strate, as its name implies, is used as it comes from the drum; no mixing of stock solutions is required.

Further technical information is available from the manufacturer, Spix Products Company, 119 Dahlem St., Pittsburgh 6, Pa.

Truck Wells for Long Garments

A "LONG GARMENT WELL" for carrying long gowns in trucks without risk of wrinkling and surface has been announced by Herman Body Co. One or two deep 14-inch wells can be installed in a standard 58-inch-high body, providing hanging sections 72 inches high. Well areas from 9 by 24 inches to 19½ by 30 inches are available. They are installed at the side or sides of the truck body directly behind the driver. The company recommends one well for an average-sized plant and two for a large concern.

Details of the BS-23 and BS-24 Herman bodies equipped with long garment wells may be obtained from truck dealers or by writing direct to the Standard Body Division of the Herman Body Company, 4400 Clayton Ave., St. Louis 10, Mo.

Merson Offers Spotting Chart

A SPOTTING chart just issued by Merson Products Co. lists 28 common stains, their identification, and recommended treatment. The chart also includes general spotting suggestions, recommended uses of prepared products and of formulas.

Paper charts are available without charge to dry-cleaners who request them on their company letter-heads. Requests should be addressed to Merson Products Co., 63 Essex St., Jersey City 2, N. J., or to jobbers.

Cardboard charts for tacking on the wall are supplied with each Merson Master Spotting Kit. These kits contain the recommended products, together with spotting tools and 14 labeled pour-top bottles.

Colleagues Honor Borsdorff

Dinner celebrating 70th birthday of William F. Borsdorff was sponsored by fellow members of Kohnstamm's New York Metropolitan Sales Division. From center front, reading left around table: Mr. Borsdorff; William A. Schaskenberg, sales manager, Eastern Division; N. R. Hoffman, advertising manager; Paul L. Kohnstamm; Emory Bradley; Robert Wiesman; David Gordon; Abe Ziegler; Harold Schappert; Lewis Kock; Herman Goodman; Sidney Brosse; Harry Pooley, traffic manager; William S. Lynch, city sales service; Robert A. Plum, technical director, and Richard S. Curnel, vice president. On behalf of colleagues Mr. Schaskenberg, 50-year Kohnstamm man, presented guest of honor with fireside chair.

When writing to advertisers please mention The NATIONAL CLEANER & DYER

Rid your Boiler of
SCALE • CORROSION AND FOAMING . . . THE EASY LOW-COST WAY . . . *USE*
DOCTOR BOILER
The scientific scale remover with "COLLOIDIZING ACTION"
See your distributor or write
DOCTOR BOILER, INC., DALLAS, TEXAS

Riverside Field Man Expands Services

UPON completion of the management course at the National Institute of Cleaning and Dyeing, Odell Virgin has increased his services as field technician of the Riverside Manufacturing Company, St. Louis, Mo., to include plant layout, methods improvement, installation of wage incentives, production costs and other management problems. With the company since 1946, Mr. Virgin is also a graduate of the NICD general course and has had several years of practical experience in the St. Louis area. He is a Purple Heart veteran of World War II.

ODELL VIRGIN

Mr. Virgin's territory includes eastern Missouri, Illinois except Chicago, parts of Iowa and western Indiana.

Truck-Top Display

A NEW "Top of Truck Display" for laundry or dry-cleaning trucks consists of a rubber figure 21 inches high, made of molded plastic and colored in weather-resistant lacquers. It is manufactured by Levore Co., makers of the Crown Baby Display for the diaper laundry industry.

The new "Top of Truck Display" comes complete with bracket and stand and is said to be easily mounted on any truck. It is sold on an exclusive basis to only one company in a town.

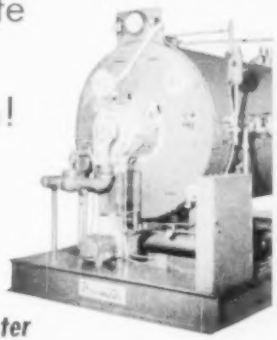
For further details, write to the Levore Company, 108 W. Lake Street, Chicago 1, Ill.

New Hand Staplers

TWO new stapling devices have been announced by Arrow Fastener Co., Inc., 30-38 Mauer St., Brooklyn 6, N. Y. The Arrow P-22 Hand Stapler, designed to reach into hard-to-get-at areas when making boxes, sealing sacks, cellophane bags, and tagging packages, uses $\frac{1}{4}$-inch and $\frac{3}{16}$-inch staples.

The Arrow T-32 Gun Tacker, which "shoots" the

CUTS COSTS
because it is easy to operate and maintain!



O & S Powermaster gives you cost-saving features like these . . .

1. **FUEL SAVINGS UP TO 30%.** Designed to operate efficiently with inexpensive heavy oils as well as light oils or gas. (Change oil to gas or gas to oil *in 10 minutes!*)
2. **LOW-COST MAINTENANCE.** Swinging rear and removable front covers make cleaning easy — without dismantling burner or controls. Also saves inspection time.
3. **AUTOMATIC OPERATION.** Ignited electrically with gas or light oil. Produces full steam pressure quickly. Operates only as steam is needed.
4. **PACKAGED DESIGN** saves installation costs. Delivered fully wired, factory tested and mounted on steel base. No bricking required.

High and low-pressure units 15 to 300 H.P. for light oil, heavy oil, gas or combination gas-oil firing. Free catalog mailed promptly—use coupon below.

ORR & SEMBOWER, INC.
Established 1885

Powermaster
STEAM GENERATORS

ORR & SEMBOWER, INC.
830 Morgantown Rd., Reading, Pa.
Please mail latest catalog showing Powermaster's cost-cutting advantages.
Name
Company
Address

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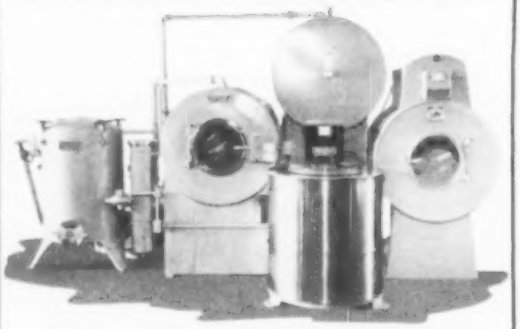
...don't miss the boat!

that takes you to

REAL PROFITS



The HAMMOND

Atomic Dry Cleaning Unit

Cuts Overhead—

This unit is your answer for low overhead. The Hammond Atomic Dry Cleaning Unit saves in labor, power, solvent, foot work, spotting and re-cleans. It is America's proven answer for more profit. Act today and order this machine. Equipped with fully automatic controls.

Increases Production—

The Hammond Dry Cleaning Unit is amazingly fast and efficient. It was designed to give you more production. Hundreds of plants already in action have proven this fact. You owe it to yourself to take this step forward. Act Now.

SPECIFICATIONS

	30 unit	60 unit
Floor space	60 sq. ft.	app. 90 sq. ft.
Ship. weight	app. 3500 lb.	app. 4500 lb.
Washer Motor	½ H. P.	1 H. P.
Pump Motor	½ H. P.	1 H. P.
Extractor Motor	1 H. P.	3 H. P.
Tumbler Motor	½ H. P.	½ H. P. each
Filter	1000 G.P.H.	2000 G.P.H.

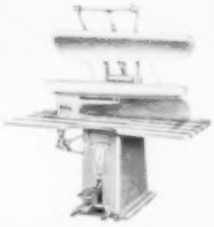
For full particulars concerning this machine and other Hammond equipment write, wire or phone today. Waco, Texas

Hammond

LAUNDRY-CLEANING MACHINERY CO.

New PRESSES

New and Factory Rebuilt Presses of all makes and models. Guaranteed by "New Yorker." You can solve all your pressing problems by writing our New York Office.



NEW YORK PRESSING MACHINERY CORP.
880 BROADWAY NEW YORK – 3

staples by trigger action, is recommended for use in erecting displays as well as for sealing bags and containers, replacing hammer and tacks.

Truck for Large-Scale Delivery

TO meet the needs of the cleaning establishment with several hundred garments to deliver to 40 branch stores each day, Fruehauf Trailer Company engineers came up with the illustrated design. The drop frame trailer, the company states, gives more than

ample depth in the interior for the loading of cleaned suits, coats and dresses, and the trailer may be loaded or unloaded from the side or the rear.

The trailer was the first to be designed and built for the Famous Cleaners of Detroit.

Overmeyer Appointed by Drew

DR. F. H. Guernsey, manager of the Chemical Specialties Division, E. F. Drew & Co. Inc., New York City, has announced that Dudley R. Overmeyer has been appointed field sales representative for the Westchester-Bronx area.

Mr. Overmeyer was formerly sales office manager of the Chemical Specialties Division and has had wide experience in both the drycleaning and laundry fields. He will operate out of the general offices of the company in New York City.

Fletcher Anniversary Booklet

A BROCHURE has been published by Fletcher Works, Inc., Glenwood Ave. and Second St., Philadelphia 40, Pa., on the 100th anniversary of its founding. The booklet gives a brief summary of the history, personnel and products of the company. Copies may be obtained by writing directly to Fletcher Works.

When writing to advertisers please mention The NATIONAL CLEANER & DYER

Send your . . .

LEATHER or SUEDE

jackets • ladies' suits • coats • hats • gloves • to be DAVOTEX Processed by . . . .

WE KNOW HOW

C.O.D

CLEANING & DYEING CO.

1430 Harrison St. Davenport, Iowa

Serving Dry Cleaners in 48 States

Identification for Extinguishers

To help identify and locate the proper fire extinguisher in a hurry, the Meyercord Co. has announced the development of three new decal sets for positive selection of three types of extinguishers for fires of: (1) wood, paper, rubbish; (2) electric, gas, chemical, and (3) of any origin except electrical.

A large decal is supplied for application to the wall above the fire extinguisher, and a smaller one for the extinguisher itself. The new decals identify in three ways: by color code, by design, and by printed instructions naming proper use.

Further details regarding these copyrighted designs may be obtained by writing the Meyercord Co., 5324 W. Lake St., Chicago 44, Ill.

Hanson Joins Meese

FRANK G. HANSON

W. C. HARRIS president of Meese Inc., Madison, Ind., has announced the addition of Frank G. Hanson to the sales organization. Mr. Hanson will travel directly out of the main office and will cover the states of Ohio, Pennsylvania, Maryland, Delaware, Virginia, West Virginia, North and South Carolina.

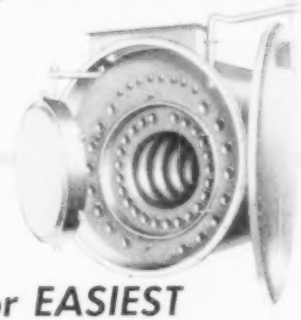
Mr. Hanson was formerly with a well known company in an executive buyer capacity and more recently with a New York City firm of sales agents for a large number of hosiery mills.

New Model Paris Convertible

A NEW model of the Paris Convertible garment finisher has been announced by Frank A. Weller, president of the Garment Finishing Equipment Corporation, Cambridge, Mass. The new equipment uses only one form for finishing men's suit coats, ladies' jackets, long coats, plain dresses, wool sport shirts, windbreakers and many children's garments.

Advantages claimed for this new multiple-use machine by Mr. Weller are that it turns while the operator

AMESTEAM GENERATOR provides simplified rear end design



for EASIEST

- Inspection
- Maintenance
- Cleaning

AMESTEAM Generator design provides a better automatic Unit—soundly engineered to meet your needs.

With this simplified rear end design it is a minor operation to completely expose furnace and all tubes. Open rear flue cover—it's in one piece instead of several panels. Open rear baffle—of sturdy one-piece construction instead of numerous special refractory shapes. The baffle refractory is easy-to-get, cold-set plastic-type instead of expensive special shapes which must be ordered from the manufacturer. Flue covers and baffle are on davit-type hinges. Sizes A-50 and larger, making them easy to open in limited space.

That's only one of AMESTEAM Generator's many advantages. Auxiliary equipment is completely accessible—controls are properly positioned—all for your ease and convenience—and to save you time and money.

It all adds up to the easiest boiler to operate, inspect, maintain and clean—and it generates steam quickly, efficiently and at low cost.

Sizes 10 to 500 HP — 15 to 200 lbs. — arranged for oil, gas or oil-gas combinations

Before you buy, learn All the exclusive features of the fully automatic AMESTEAM Generator. Mail coupon below for your free copy of our latest bulletin.

AMES IRON WORKS

Oswego, N. Y.

Builders of Better Boilers since 1848
Manufactured under license in Canada by VULCAND, Ltd., Montreal, P. Q.

Choice franchises still available, write us.

Ames Iron Works, Box 105, Oswego, N. Y.

Please send me your new free bulletin of Amesteam Generators.

Name

Company

Address

City Zone State

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calling all

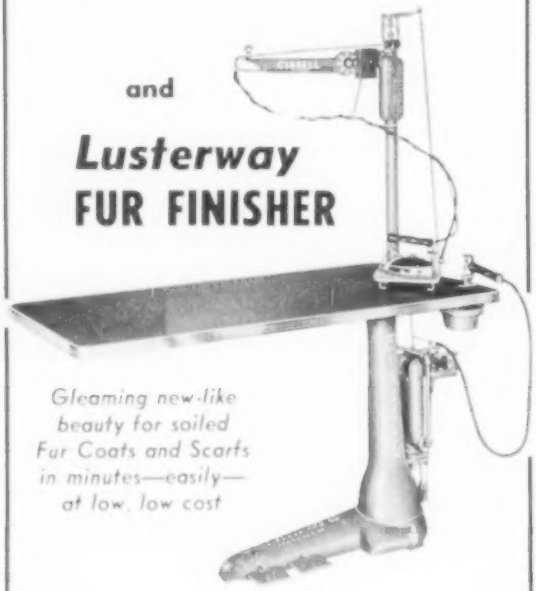
FUR CLEANERS

you'll be delighted with the amazing performance of the

*Lusterway** PROCESS

and

Lusterway
FUR FINISHER



Gleaming new-like beauty for soiled Fur Coats and Scarfs in minutes—easily—at low, low cost

Whether you're coin-cleaned a fur or not—this outstanding equipment will be an experience. Its simplicity, its perfection, its terrific performance day after day will be a revelation to the pair of hundred furs. It's frankly hard to believe that so small an investment can make such a phenomenal return in speed and profits. It's hard to believe that an unskilled beginner can quickly and perform an infinite variety of cleaning and finishing fine. Lusterway equipment and the Lusterway process can do this for you—it's a real profit-maker, a real business builder. For full information without obligation

WRITE — WIRE — PHONE
or ask your jobber

*Reg. U. S. Pat. Off.

ROOT & CO.
11 IONIA AVE., SW
GRAND RAPIDS 2, MICH.

SPOOLED PANTS POCKETING

Next time you buy pants pocketing - DEMAND Spooled Pocketing.

IT'S A BETTER BUY

YOUR JOBBER HAS IT

Three Kinds—Ivory White, Pearl Gray, Canvas Twill.

Available Nationally Through Distributors or Write Direct.

Manufactured by

R. D. BUSSARD & SON

505 E. 5th Ave. Albany, Oregon

stands still, adjustable shoulder size; use of a minimum amount of steam, avoiding operator discomfort; safe finishing of fur-trimmed and even leather garments; zippers that regulate the size of the form to suit the garment, and a "windwhip" drier attachment for dresses, trousers and blouses. Mr. Weller also points out that the new multiple-purpose form of the new model may be used on all earlier models of the Paris.

Plastic Hanger Attachment

A NEW gadget marketed under the name of "Form-Rite" consists of two smooth plastic pieces which snap into place on any wire clothes hanger to keep the shoulders of the garment filled and shaped. The Form-Rite Clothes Hanger is molded of acetate which is said to stand up well under normal conditions. It is available in a choice of colors packaged in glassine bags.

Complete information may be obtained from C. N. Cahill, general sales manager, Gits Molding Corporation, 4000 W. Huron St., Chicago 44, Ill.

Comic-Strip Promotion

HOME & Industrial Research, Inc., 112 Eastern Ave., N. E., Grand Rapids, Mich., is now offering on a national basis a comic-strip cartoon promotion campaign which it has sold previously in the Midwest. Based on a routeman character known as "Careful Dan," the syndicated program is offered to dryecleaners and laundries on an exclusive territory basis.

The program features a weekly newspaper mat service, electros for use in printing such items as shirt bands, bundle inserts, garment bags, postcards and blotters, and two types of recorded radio transcriptions with a singing commercial.

Full particulars of the "Careful Dan" promotion may be obtained by writing the company.

Door Mat with Sound Effects

A RUBBER door mat that rings a bell or sounds a chime when stepped on has been announced by Nu-Way Signal Company, 4152 W. Division St., Chicago 51, Ill. The mat has a beveled edge, stainless-steel frame to safeguard against tripping. The company offers the transformer, chime or bell, complete wiring, and standard mats which are 2 by 2 feet or 2 by 4 feet in size.

Nu-Way Signal Co. also manufactures a burglar alarm for placing under rugs near doors and windows. Both systems can be installed in a few minutes, even by inexperienced persons, the manufacturer states.

When writing to advertisers please mention The NATIONAL CLEANER & DYER

FAMOUS TWIN BLEACHES

NOW—ALL-COLER BLEACH

Water safe for bleaching all mixed color combinations including changeable dyes.
Sets colors, bleaches white, and brightens all colors to their original newness.
Wet cleans and bleaches colored garments in one operation.

THE WORLD BEATER

TEN MINIT BLEACH for all white garments.

ORDER FROM YOUR JOBBER

Manufactured by

Warco LABORATORIES

Dept. B

1636-40 West Vernon Ave., Los Angeles, California

Hicks Joins Hammond

RAYMOND E. HICKS

THE Hammond Laundry Cleaning Machinery Co., Waco, Tex., has announced the addition to its staff of Raymond E. Hicks, who will serve as assistant sales manager and public relations man. Mr. Hicks, who worked for Southwest Advertising Agency of Waco while attending Baylor University, during that time was account executive for Hammond. His new duties will include working with the agency in planning campaigns and advertising production.

Catalog of Incentive Prizes

THE 1950 Prize Book, listing and describing items to be used in sales campaigns and contests, has been issued by Cappel, MacDonald & Company, Cappel Building, Dayton 1, Ohio. The book lists 1,460 items ranging in price from $1 to over $500. The Prize Book is departmentalized into 14 sections, with each item keyed alphabetically, numbered, and its cost interpreted in terms of "points."

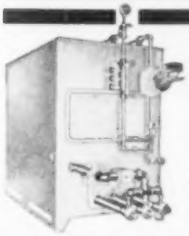
A copy of the Prize Book will be sent to sales executives upon request to the publisher.

Course in Selling Furs

A FUR Sales Clinic which will include 16 hours of practical lectures and demonstrations as well as a correspondence course will be inaugurated April 17 by Joseph Silverstein, director of the Fur Apparel Consultants Agency, 648 Westbury Ave., Westbury, N. Y. The clinic will take up fur merchandising, marketing, special promotion and personal salesmanship plans and programs. In addition to practical experience, Mr. Silverstein is the author of many articles on furs.

New Luminous Fluorescent Unit

A NEW luminous fluorescent unit, named the Gothglow, has been announced by the Edwin F. Goth



THE KISCO-BILT

CABINET BOILER

Exclusively Designed for

OIL OR GAS FIRING

Fully automatic "Packaged" unit, completely assembled, ready for immediate operation. Highly efficient, simple, dependable, easily installed. Write for catalog BC-5.

Manufacturers of Good Boiler Room Equipment Since 1928

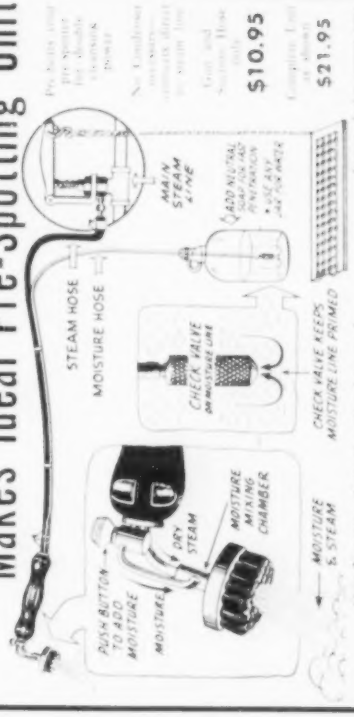
Designers and Manufacturers of Boiler Room, Heating and Ventilating Equipment

Kisco Boiler & Engineering Co.

2414 DeKALB STREET ST. LOUIS 4, MO.

"ALL-IN-ONE" MOISTURE CONTROL GUN

Makes Ideal Pre-Spotting Unit



$10.95

$21.95

NEWHOUSE COMPANY 1125 E. Colorado Blvd., Glendale, Calif.

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A Shirt Tale for Cleaners
—with plants servicing

SHIRT LAUNDERING

You can obtain and maintain a reputation for superior standards of work by using the original, time-tested

SPEARE'S BLUES

They insure on every wash load the four essentials—Sparkling Brilliance, Complete Rinsibility, Even Distribution and Uniform Quality.

SOLBLUE—all purpose
SEABLUE—sour
SUNBEAM—non sour
HYWHITE—all purpose

Order from your jobber or direct, Dept. N. 6

LEWIS NATIONAL CORP.
29 SLEEPER ST. BOSTON 10, MASS.

ON-THE-SPOT DRY CLEANER

Acclaimed by thousands as the ideal cleaner for the $150-$1200 a week operator

Write today for information
Jobber inquiries invited

A. B. TEMPLE COMPANY
308 W. Burlington, La Grange, Ill.

Company. The unit is equipped with polystyrene plastic or Alhalite glass side panels which are said to give a glowing luminosity. The translucent side panels direct a portion of the light upward and outward to blend the luminaire into the surrounding ceiling areas. Low-brightness Alzak aluminum baffles shield the fluorescent lamp from direct view from below.

The Gathglow is available for standard 40W lamps, also for 4- and 8-foot Slimline Single-Pin lamps. Further details may be obtained by writing the company at St. Louis 3, Mo.

Night Depository for Cash

An after-hours driver's depository has been designed by the Mosler Safe Company for companies employing driver salesmen. The new depository provides protection for receipts during the night between the time of the driver's return and the cashier's arrival in the morning. It is equipped with two doors, so constructed that the driver can deposit his receipts through an upper door into a burglar-resistant money chest.

Mosler states that this depository meets insurance company's requirements entitling it to low-cost safe burglary insurance, and also bears the Underwriters' Laboratories label for approved relocking device Group 1, providing an additional 10 percent reduction at premiums.

PEOPLE AND PLACES

NORTH CENTRAL

Nashville (Ill.) Cleaners, 137 E. 2nd Ave., has been announced St. Louis St., has been sold by to John F. Pickens, general Otto Ellebback to Richard M. manager Land.

Owner Henry Goodwin has in-
The opening of the 14th Swan stalled new rug and upholstery Super Cleaner store in Co. cleaning equipment at Fairbanks, Ohio, at 2487 Cleve. church Cleaners, Trenton, Mo.

When writing to advertisers please mention The NATIONAL CLEANER & DYER

AMBER STEAM IRON STAND

HEAT PROOF

—SWEAT PROOF

Iron sits on a thick layer of Monabestos, which is placed slightly higher than surrounding metal frame, yet allows iron to glide on and off freely.

Deluxe Model . . . $2.50

Stainless Steel Body

AMBER PRESS CLAMP

Now with major improvements

PRICE $5.95

★ SPRING STEEL Clamping Body Specially Tempered and Highly Flexible. Fits All Presses and Press Pads.

★ POWERFUL SPRING—now operates more efficiently on a straight line guided by a new link.

IF YOUR JOBBER CANNOT SUPPLY YOU—WRITE US

AMBER MANUFACTURING CO. 607 SO. UNION AVE., LOS ANGELES 14, CAL. Stretch With Heat Open—Use Both Hands

Mullarkey's Spic and Span Cleaners and Furriers, Inc. has been incorporated at Madison, Wis., by Leo B. Mullarkey and L. B. Frazier.

Serious damage was caused to the establishment of Diamond Dry Cleaning Co. when a fire swept the block in which it is located at 50th and Washington Sts., Marion, Ind. It was reported that garments in the plant were saved.

Wilson Holt has opened Holt Cleaners at 26 Converse, Park Ridge, Ill.

Ralph Spitler has moved his Attica, Ohio, drycleaning establishment to larger quarters on N. Main St.

Cool City Cleaners, Twin Bluffs, Wis., plan construction of a plant addition.

Howard Fischvogt has purchased a half interest in Modern Cleaners, Aurora, Ind., from John R. Hemeon. A long-time employee, Mr. Fischvogt will take over active management of the business.

Parts Cleaners and Dyers, 409 ALLE Main St., Belleville, Ill., has been purchased by Alexander and Julius Cline from Frank and Mathew Sadorf. The Sadorf brothers, sons of the founder, will continue to be associated in the operation of the firm.

Hahn-Way Drive-In Dry Cleaning Co. has been opened at 4927 S. Lafayette St., Ft. Wayne, Ind., by Curtis Bunch.

Belmont Cleaners, 2039 W. Washington, Indianapolis, Ind., has been registered by Arnold and Phoebe Smith.

Williams Cleaners has been moved from Dyersville, Iowa, to a location on Main St., Ellinghame, Ill.

The interest of Hart Prichard in Prichard Cleaners, Whittle Ave., Olney, Ill., has been purchased by C. H. Molt and Loren Dietrich.

C. A. Winstead, owner of City Cleaners, Oakland City, Ind., has leased a building at 200 S. Main St., to which he planned to move the business after remodeling and installation of new equipment.

A new drycleaning plant has been opened by C. A. Marchson at 805 Linn St., Evansville, Mich.

Joseph Davis has leased Anderson's Dry Cleaners, New Buffalo, Ind.

Lisle (Ill.) Cleaners and Tailors, operated by Kenn Carter, has moved to a new location at 4712 N. Main St.

Kuter Cleaners has been established by Eugene Klein and Kenneth Cone at 420 E. Central Ave., Toledo, Ohio.

Tri-Cleaners, Steeleville, Ill., has been purchased by William D. Stark, operator of a cleaning plant at Columbia.

Royal Cleaners has been opened on Main St., Knightstown, Ind., by Earl Brewer.

Crocker (Mo.) Cleaners has been sold by Mrs. Martha Jackson to Mr. and Mrs. Cyril Hamilton.

An employee was injured and some clothing was destroyed by a flash fire at Bess Cleaning Company, Fairbury, Ill. Owner Joe Bess believed the explosion which started the fire was due to static electricity.

Thrifty Cleaners, 239 S. Main St., Bowling Green, Ohio, has been sold by Thrifty Cleaners, Fremont, to Fred W. Gross.

Rainbow Dye Works

109 South 16th Street, Louisville 3, Ky.

WHOLESALE DYERS

GARMENTS, RUGS, DRAPES, ETC.

25 years in Louisville under the same management.

OUR SERVICE GUARANTEES

Fast even dyeings — Speedy service

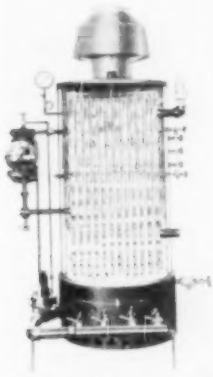
Semifinishing of all garments — Reasonable prices

Special attention to prevent ripped linings

Write for full information, free color cards, mailing aids, etc.

STEAM —AS YOU WANT IT . . . WHERE YOU WANT IT

the KANE BOILER PACKAGE



The KANE Boiler is built to A.S.M.E. specifications, in sizes to 30 H.P.

Each KANE BOILER PACKAGE is carefully considered by us as an "individual" job—from the customer's requirements to the finished unit. And each BOILER PACKAGE is a compact, self-contained steam source that includes: the correctly sized KANE Automatic Gas-Fired Boiler complete with gas burner and controls to maintain required steam pressure; and an M-K-O Automatic Boiler Feed system designed to return condensate and supply make-up water as required for highest operating efficiency.

Engineered Steam at its best, with four decades of experience at your disposal—so, send your steam problem to us for study and recommendation.

ENGINEERED STEAM AT ITS BEST

MEARS-KANE-OFELDT INC

1903-1915 EAST HAGERT STREET, PHILADELPHIA 25, PA.

FOUR DECADES OF AUTOMATIC GAS-FIRED BOILER MANUFACTURING EXPERIENCE

When writing to advertisers please mention The NATIONAL CLEANER & DYER

3 GOOD REASONS WHY ZIPPER-EASE IS A PROVEN GOOD-WILL PREMIUM

1. IT'S *DIFFERENT* — SOMETHING EVERY CUSTOMER CAN USE.
2. IT TIES IN PERFECTLY WITH YOUR BUSINESS.
3. EACH STICK HAS *YOUR NAME, ADDRESS AND SLOGAN ON THE LABEL.*

Your name and advertising HERE. Each stick in cellophane pouch.

Get dollars of good-will for just a few pennies . . . give your customers Zipper-Ease stainless lubricant. It's perfect for anything fitted with zippers. A light application makes zippers slide like new — will not soil or stain fabrics. Used for profitable business promotion by dry-cleaners from coast to coast. Excellent door-opener for route men. Write for details and prices *today*. (Minimum order, four gross.)

The A. G. S. Company, Muskegon, Mich.

REMA AIR VACUUM SYSTEMS

THE WHOLE AIR VACUUM SYSTEM IN 1 NEAT PACKAGE

Saves time . . . Saves space (less than 2 sq. ft.) . . . cheaper to operate (fuel bills reduced 25% and more) . . . direct drive eliminates breakable flexible couplings and V belts . . . dries and sets garments faster . . . powered by Fairbanks Morse and Star motors . . . FULLY GUARANTEED.

Also Single Press Units for Small Shops

Order From Your Jobber or Write

REMA CORPORATION

BOX 86, NORWALK, CONNECTICUT

"PIONEERS OF THE VERTICAL VACUUM"

A NEW MILNOR PRODUCT!

New 30" Monel Curb Extractor
Available in Laundry & Dry Cleaning Models
Automatic Features Available

PELLERIN MILNOR CORP.

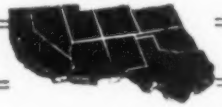
NEW ORLEANS, 18, LA. U. S. A.

L. C. Cleaners, Lowell, Ind., has been sold by James Cowan to Jim Weaver. Mr. Cowan has purchased a cleaning plant in Michigan City.

Pantorium Cleaners and Dyers Co., 558 State St., Madison, Wis., has been sold by Mr. and Mrs. Joseph Pearson to Stanley Hamre. Mr. Pearson, who founded the business in 1905, is retiring.

Turner Cleaners, 502 E. Third St., Bloomington, Ind., has been sold by N. B. Turner to A. V. Kirk and B. A. Humphreys.

SOUTH



WEST

Aristo Cleaners recently held the grand opening of its new plant at 17948 Ventura Blvd., Van Nuys, Calif. David Berger is operator of the plant.

Model Cleaners, Burr Oak, Kans., has been sold by the LaDow brothers to G. K. Goodwin and Elbert Forney.

Walter O'Kane has installed new equipment at Reliable Cleaners, Paola, Kans.

L. D. Galbraith has sold his cleaning plant at 110 Oak St., Sweetwater, Tex., to E. J. Harkins.

A new drycleaning plant is being erected for E. E. Huston on S. Main St., Lovington, N.M.

Taladay Cleaners, formerly Gladys Sharp Cleaners, 826 Main St., Santa Paula, Calif., has been purchased by Vernon Taladay.

Doc Barnes has constructed a boiler-room addition to his cleaning plant at Westville, Okla.

John Bundros, owner of Wonder Cleaners, Sixth Ave. and Balboa St., San Francisco, Calif., has opened an establishment at 2073 Ocean Ave. in the new Lakeside Village shopping center.

Vernon Beckman, proprietor of Oakley (Kane) Cleaners, has purchased Beckman Cleaners, Grinnell, and renamed it Beckman Cleaners. He will continue to operate Oakley Cleaners at 222 Center Ave.

M and M Cleaners, 162 W. Ohio Ave., Escondido, Calif., has been sold by Martin Martin to Robert Roberts and Harvey Manning.

Proprietor Kooter Flanagan is remodeling the front and expanding the interior of Angelo Dry Cleaners, W. Beauregard, San Angelo, Tex.

Alton Peterson, proprietor of Olympic Cleaners, 1765 American Ave., Long Beach, Calif., recently held open house to celebrate the installation of new cleaning equipment.

A fire of unknown origin caused considerable damage to garments and equipment at the plant of Helena (Okla.) Cleaners, owned by Don Eskins.

Blue Bird Cleaners, Britton, Okla., has been sold by Mrs. Frank C. DeShane to Mrs. Frank Kimbell.

Yosemite Cleaners, Acacia and Yosemite Sts., Stockton, Calif., has been remodeled and new equipment installed by proprietor H. F. Bowman.

When writing to advertisers please mention The NATIONAL CLEANER & DYER

Mr. and Mrs. Joe Koudelka have remodeled the plant of Royal Cleaners, Eagle Lake, Tex., and installed new equipment.

Agatha Vaughn has announced intention to sell Frankie Cleaners, 1710 Atlantic Ave., Long Beach, Calif., to George W. McGee.

H. O. Sharpe, owner of Walkup Cleaners, Heavenger, Okla., has announced installation of new equipment.

Mr. and Mrs. R. L. Suggs have purchased an interest in Vineta Cleaners, Hearne, Tex., and are now co-owners with C. N. Lockhart.

Mr. and Mrs. John Bello have reopened their remodeled and reequipped cleaning plant at 218 Fifth St., Huntington Beach, Calif. The name has been changed from City Cleaners to Little St. Cleaners and Dyers.

Drycleaner Frank W. Eby, of Perry, Okla., has been sworn in as a member of the city council.

Kelly Cleaners has moved to its newly constructed and equipped cleaning plant at 5?8 Holt Ave., Holtville, Calif. Proprietor Jack Kelly is a veteran and an NICD graduate.

A drycleaning establishment has been opened in Cole, Calif. To Mr. and Mrs. Albert Pommer.

Satanta (Kans.) Cleaners, owned by T. G. Lucas, has been opened under the management of H. A. Oliver.

Hilliard Drv Cleaning Plant No. 2, 1227 S. Third St., Waco, Tex., has been purchased by W. F. Mason. The new owner plans to remodel and reequip the plant.

Universal Cleaners in Banning, Beaumont and Palm Springs, Calif., and the buildings at 44 N. San Gorgonio Ave., Banning, and 527 Grace St., Beaumont, have been sold by M. E. Barry to Taft Alvar.

New equipment has been installed at Hogan's Cleaners, Wolfe City, Tex., by owner Al Hogan.

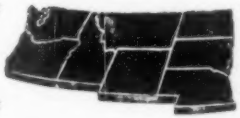
Marine Cleaners, 5877 Hollister Ave., Goleta, Calif., has been sold by Mr. and Mrs. Edward E. Heine to Mr. and Mrs. Fred G. Eichert.

American Cleaners has been established by Al Lewis at 995 Main St., Morro Bay, Calif.

Edward Karagozian, proprietor of Park Cleaners, 10555 W. Pico Blvd., W. Los Angeles, Calif., celebrated the beginning of his third year in business by installing new cleaning equipment.

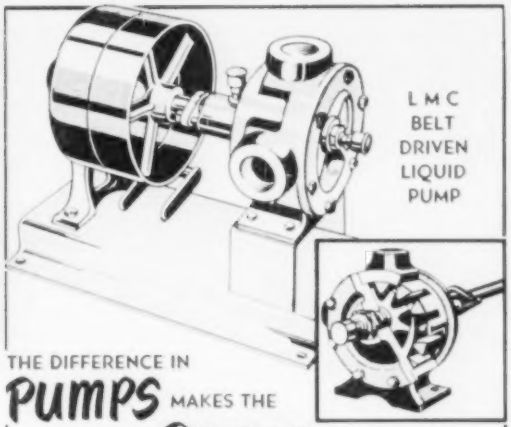
Shamrock Cleaners has been opened by John H. Sullivan at 217 North Highway 101, San Clemente, Calif.

A drycleaning establishment has been opened in Cole, Calif. To Mr. and Mrs. Albert Pommer.



Ted Davidson has sold his interest in T. and T. Dry Cleaners, Malta, Mont., to his partner, Leslie Green.

A diversion addition to the plant of Laurelhurst Cleaners, N. E. Belmont St., Portland, Ore., is under construction.



THE DIFFERENCE IN PUMPS MAKES THE DIFFERENCE IN PROFITS

The inset above shows the internal construction of the LMC Liquid Pump.

Check the difference in the cost of the LMC Liquid Pump and of other leading brands — check the performance records and the no-hold service LMC offers. All add up to greater cleaning and closing profits for you. Ask your supply dealer or write direct.

Dealers Wanted!

INTERCHANGEABLE WITH ALL LEADING PUMPS

LUBBOCK MACHINE CO., Inc.
BOX 1128 LUBBOCK, TEXAS PH. 4631

"I DID IT MYSELF"

It's a snap with
TIME SAVERS
Pre-Engineered
"HI-SPEED"
RAIL FITTINGS

Construct your own efficient rail system at the lowest possible cost.

USE YOUR OWN ¾" PIPE.

TIME-SAVERS
83-99 Walnut St., Montclair, N. J.
GENTLEMEN: Please send without obligation your FREE booklet on TIME-SAVERS "Hi-Speed" RAIL FITTINGS.
NAME
FIRM NAME
ADDRESS
CITY STATE
NAME OF JOBBER

TIME $AVER$
83-99 Walnut St. • Montclair, N. J.

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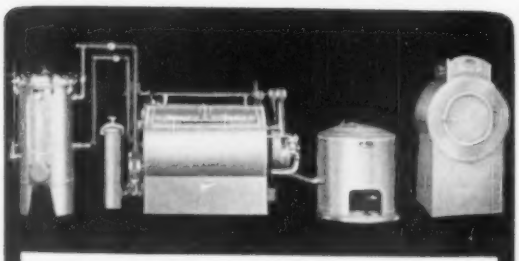


WRITE NOW FOR QUOTATION

Twenty-three years of successful manufacturing experience devoted to assembly line, low cost production of dry cleaning unit systems is a prime reason why you should write for a quotation from Standard NOW.

WRITE FOR FOLDER NC50

Standard LAUNDRY & CLEANING MACH. CO.

6900 Maple Avenue, P. O. Box 7251, Dallas, Texas
Phone Dixon 4-1742 & 43

MANUFACTURERS OF COMPLETE DRYCLEANING EQUIPMENT, TUMBLERS, EXTRACTORS, FILTERS, AND DRYCLEANING WASHERS

Add Quality ... with a NEW to SERVICE

JIFFY CUFF BRUSHER

Economy Model Only $69.50 f.o.b. factory

NOW a low priced Cuff Brusher with all the important features including Tension Fiber Brushes and long life Delrin Bearings. Same quality workmanship and materials that have always distinguished the JIFFY during the past 15 years.

(Nylon Tuck Brush attachment and carrying handles $3.95 additional.)

DELUXE MODEL Only $85.00 f.o.b. factory (Formerly sold at $105.00)

Complete with Delrin Bushes Brushes, highest quality ball bearings, nipple switch, carrying handles, and Nylon Tuck Brush attachment. (Nylon Brushes available at $7.50 additional.) You no longer can afford slow and costly hand brushing. The lightning fast JIFFY can be their quickest by reducing fatigue, overall, and labor costs.

Complete Your Service with a JIFFY BAGGER Two Shifts for Production or even the counter bagging. Write for Details

Order a JIFFY from your jobber or . . .

MEDALIE MANUFACTURING COMPANY

213 FIRST AVENUE NORTH, DEPT. F., MINNEAPOLIS 1, MINNESOTA

Your chance To Save . . . Use PURGE-O-SOL

Dry Cleaning Soap Concentrate
Gal. $9.00
4 Gal. Case $35.

One gallon cleans more than 8,000 pounds of clothes. Mix this yourself and save.

Call your distributor or write direct

G CHEMICAL COMPANY

DRY CLEANING SOAPS AND SPOTTING AGENTS

Hopewell, Va.

Republic (Wash.) Dry Cleaners has been purchased by Mr. and Mrs. Stuart A. Brundaugh from Bob Stevens, who plans to take the NICD course.

Dr. and Mrs. D. E. Baca have purchased a site at Papillion, Nebr., on which they plan to built a plant for drycleaning and an automatic laundry.

Mr. and Mrs. Jack Miller plan to establish a drycleaning plant at Caldwell, Idaho.

The plant of Economy Cleaners at 719 J. St., Hoquiam, Wash., is being expanded, it was reported by the owner, Mrs. S. S. Prothero.

A drycleaning plant will be opened at Lyons, Nebr., by Gordon Thatcher.

Thrifty Cleaners plans to occupy the entire building at 130 S. East Ave., Pocatello, Idaho, upon completion of remodeling.

Marshall Cleaners, Wisner, Nebr., has been sold by Frank Marshall to Lyle Suden.

Keith Bassett has installed new equipment at Dresswell Cleaners, Fowler's Corner, Tacoma, Wash.

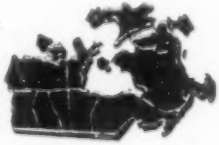
A drycleaning establishment has been opened at Shelby, Nebr., by Jim Fosbender.

Hub Cleaners, 1305 Eighth Ave., Albany, Ore., has reopened its plant, reconstructed after a fire destroyed most of the building and equipment. The business is operated by Lester Heaton.

Ed Schroeder, manager of Modern Cleaners, Kearney, Nebr., has announced installation of new finishing equipment.

Additional equipment has been installed at The Tuxedo of Deshler, Nebr.

DOMINION OF CANADA



NEWFOUNDLAND

My Valet Cleaners, Peace River, Alta., has remodeled and redecorated the interior.

A fire which it was believed was caused by an unextinguished cigarette caused an estimated damage of $500 to the building and $1,500 to the contents of the Langley's Limited branch at 250 Caswell Ave., Toronto, Ont.

Over a thousand visitors attended the open house for the new plant of W. & W. Dry Cleaners at 40 E. Broadway, Yorkton, Sask. The owners are W. Wilson and A. J. Warner, manager.

Ron's Cleaners has opened its new plant at St. Laurent and St. Redemptor Sts., Hull, Alta.

A program of remodeling and installation of new equipment has been completed by owner John Fusik at Supreme Cleaners and Tailors, 500 George St., Port William, Ont.

An addition to the plant of Paramount Cleaners, 97A Lambton Ave., Toronto, Ont., is under construction.

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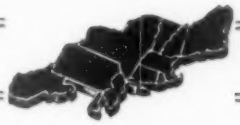

Owner Frank J. Brady celebrated the 15th anniversary of Brady's Cleaners and Dyers, 108 W. Housatonic St., Pittsfield, Mass., by installing new equipment and redecorating.

Leon B. Smith has announced plans to build a modern dry-cleaning plant on Brewers Lane, Wellsboro, Pa.

Litchfield (Conn.) Cleaners and Dyers has leased quarters on West St. to which owners Patrick Brendon and Stanley Ko has plan to move operations.

It has been reported that Commonwealth Cleaners, Mt. Vernon, N. Y., has taken over Eastchester Cleaners, Mamaroneck.

Extensive damage was caused to Johnson's Dry Cleaning and Shoe Shop, Randolph, Vt., in a recent fire, the day after the installation of new cleaning equipment. The fire was attributed to solvent leaking from a pipe.

A certificate for conduct of Perfect Cleaners & Dyers Co., 5140 Penn Ave., Pittsburgh, Pa., has been filed by Chino De Luca.

Goodwill Cleaners, New Haven, Conn., has been taken over by American Cleaners, Bridgeport.

Punxsutawney (Pa.) Cleaners and Tailors has been opened by Eugene Molinaro and Russell Ross at 221 N. Findley St.

The branch of Rand Dry Cleaning Stores formerly located at 674 Nostrand Ave., Brooklyn, N. Y., has been moved to larger quarters at 698 Nostrand Ave.

Joseph H. Simms and Henry A. Gross have filed a business certificate for Simms and Gross Dry Cleaning and Tailoring, 651½ Herron Ave., Pittsburgh, Pa.

Top's Cleansers, Cushing Sq., Belmont, Mass., has been opened by Ben Said Eunier, a recent arrival from France where he was engaged in the same business.

Owner Rubin Weiss has completed a new dry-cleaning installation at Imperial Cleaners, 22 Liberty St., Long Branch, N. J.

The plant of Original Cleaners, 643 Lyon St., Franklin, Pa., has been enlarged and new equipment added by the owners Charles B. and Mrs. Edith M. Reynolds.

Krahian Brothers, operators of the Ballard & Ballard dry-cleaning line at Binghamton, N. Y., have started construction of a store building at 125 Main St.

A voluntary petition in bankruptcy has been filed by Wallsten Cleaners & Dyers, Inc., 730 High St., Greenfield, Mass.

M and E Cleaners has been opened in the Wyndham Bldg., Audubon, Pa., by John M. Fadden and Charles Flanagan.

Partners Strobel and English have opened a dry-cleaning plant on Main St., Center Moriches, N. Y.

Carter and Jordan Cleaning Company has opened the new plant on Frankstown Ave., Pittsburgh, Pa.

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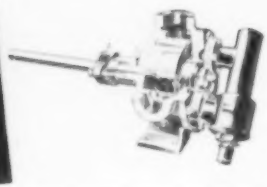

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Continuing its expansion program Taft Stores, Inc., has opened new stores at 1102 Washington St., Hoboken, 2004 Bergenline Ave., Union City, 5600 Bergenline Ave. and 6401 Hudson Ave., West New York, and 7607 Bergenline Ave., North Bergen, all in New Jersey. The chain, of which Charles Schapiro is president, has its main plant at Newark.

SOUTH EAST

George B. Smith recently held open house for the new store of Smith's Scientific Cleaners on Newman Ave., Harrisonburg, Va.

Parker's Cleaners, Lake Wales, Fla., has been sold by Elwood Parker to O. H. Bay and H. B. Handford.

Star Cleaners, Inc., 208 Lincoln Ave., Lake Wales, Fla., has been sold to H. L. Poston by Joseph and Anthony Kazimar.

Rhodes and Robinson Dry Cleaners, Harrisonburg, Va., which was damaged by fire several months ago, has been remodeled and reopened, it was announced by owner Bud Rhodes.

Albert Clary is opening a dry-cleaning plant on W. Frederick St., Gaffney, S. C.

Max P. Norris has purchased a site on Dakin Ave., Kissimmee, Fla., on which he plans to construct a drycleaning plant.

A drycleaning plant has been opened by H. O. Brown at Rich Creek, Va.

Elzie Darden, who recently bought the Holmes Cleaning plant at Jonesboro, Ark., has purchased a building to which he plans to move the business.

OBITUARIES

Victor L. Keys, 47, executive secretary for over 20 years of the Ohio State Association of Dyers and Cleaners, died suddenly April 2 of a heart attack. Funeral services were held April 5 at Columbus, Ohio.

Outstandingly able and energetic, Mr. Keys was to a large extent responsible for the leading position of the Ohio group among state drycleaning associations. He was a strong influence in working for legislation favorable to the industry in his state, and was also active in the establishment several years ago of a dry-cleaning research fellowship at Ohio State University, of which he was a graduate in business administration.

Mr. Keys was also executive secretary of the Ohio

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State Pharmaceutical Association. He was active in civic projects both in Upper Arlington, his home, and in Columbus, and in the Franklin County Society for Crippled Children. He was a member of the Masons, Scottish Rite, Shriners, University Club and Young Men's Business Club.

Mr. Keys is survived by his wife, a son, and his mother.

James E. Babcock, 49, proprietor of Guarantee Cleaners at Anderson, Indiana, was killed March 24 when the car he was driving collided with a bus. Active in both drycleaning and civic affairs, Mr. Babcock was a past president of the Indiana Association of Dyers and Cleaners, a past president of Kiwanis, and a member of the Madison County Shrine Club, Scottish Rite, Fellowship Lodge of Masons, and the Elks. He is survived by his widow, a son, his father, a brother and two sisters.

Alfred H. Dietz, 63, operator of Dietz Cleaners of Sturgis, Michigan, until his retirement in 1945, died suddenly March 23. A native of New York City, Mr. Dietz founded the cleaning firm in Sturgis in 1911. He was a past chancellor commander of Phoenix Lodge, No. 171, Knights of Pythias. Mr. Dietz is survived by his wife and two brothers.

Irving Grossman, president of Tops Cleaners of Hackensack and Radburn, New Jersey, and Grand Fair Lawn Cleaners of northern New Jersey, died March 27 after a brief illness. A native of Poland, he had lived in Paterson, New Jersey, for 24 years. He is survived by his wife, two sons and a daughter.

Mrs. Alta Lee Benson, 70, proprietor of Benson's Dry Cleaning Company, Greensboro, North Carolina, died March 13 after a brief illness. With her late husband, Charles H. Benson, she founded the company 28 years ago and had operated it since his death in 1947. Mrs. Benson was very active in church work. She is survived by four daughters, a brother and two sisters.

Elmer Gibbs Osborn, 86, a pioneer drycleaner of Owosso, Michigan, died recently. In 1910 he opened the drycleaning business from which he retired in 1921, turning over its management to his nephew, Clarence DeLine, the present owner. Mr. Osborn was a member of the Masons, Odd Fellows and Kiwanis. He is sur-

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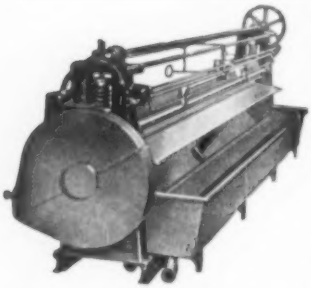

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vived by his widow, an adopted daughter and a stepdaughter.

Carl L. Rhodes, 48, owner of Perryville Cleaners, Perryville, Missouri, died recently after a long illness. Active in civic affairs, Mr. Rhodes was a member of the Optimist Club and Chamber of Commerce. He is survived by his wife, a brother, a sister and his parents.

Dwight E. West, 66, retired drycleaner of St. Joseph, Missouri, died March 9. He was a member of Modern Woodmen of America. Survivors include his wife, a daughter, a son and a brother.

MEETINGS SCHEDULED

May 4, 5 and 6—California Drycleaners Association, Annual Convention, Wilton Hotel, Long Beach.

May 5 and 6—Oregon State Dry Cleaners Association, Annual Convention, Bend.

May 11, 12 and 13—Pacific Northwest Launderers and Dry Cleaners, Annual Convention, Empress Hotel, Victoria, B. C., Canada.

May 12, 13 and 14—South Dakota Association of Cleaners and Dyers, Annual Convention, Sioux Falls.

May 17, 18 and 19—Laundry & Cleaners Allied Trades Association and Laundry and Dry Cleaning Machinery Manufacturers Association, Annual Convention, Moraine-on-the-Lake, Highland Park, Illinois.

May 28, 29 and 30—Canadian Research Institute of Launderers and Cleaners, Annual Convention, Royal Alexandra Hotel, Winnipeg.

June 9, 10 and 11—Florida Institute of Laundering and Cleaning, Annual Convention, Soreno Hotel, St. Petersburg.

October 7, 8 and 9—American Institute of Laundering, Annual Convention and Exhibit, Boston, Massachusetts.

1951

February 4, 5, 6 and 7—National Institute of Cleaning and Dyeing, Annual Convention and Exhibit, Atlantic City, New Jersey.

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For Sale—Laundries, Drycleaning Plants, Rug Cleaning Plants in Metropolitan N. Y. C. area, Westchester, New Jersey, Connecticut, Pennsylvania. If interested in buying or selling, contact **J. B. KANDEL, 131-39 228TH STREET, LAURELTON, LONG ISLAND, NEW YORK. PHONE: LAURELTON 8-3291.** 1074-2

LAUNDRY PLANTS and **DRYCLEANING PLANTS. 100% PROPOSITIONS**, New York, New Jersey, Connecticut, Pennsylvania. Other sections—**WHERE DO YOU WISH TO LOCATE?** Richard J. Muller—Lic. Broker, 89-16 184th St., Jamaica 3, N. Y. Tel.: REpublic 9-3016. 1451-2

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SMALL SOLVENT PLANT. LOW RENT. COUPLE CAN HANDLE IT. FACTORY TOWN. TERMS. INDIANA. ADDRESS: Box 3481, **NATIONAL CLEANER & DYER.** 2

FOR SALE: Safety solvent plant engineered from ground up. Includes land, building and beautiful truck, all two years old. Located in town of excellent prices between Los Angeles and San Diego, California. Have finest reputation in community. Over $50,000 gross in 1949 and adding new customers every day. Serious ten-month illness is handle reason for sale. Bona fide deal. **ADDRESS:** Box 3500, **NATIONAL CLEANER & DYER.** 2

Long established **SYNTHETIC PLANT** in a high-class suburb of San Diego, California, grossing $30,000 per year. Full price $18,000. ½ cash. Will sell or lease building. **ADDRESS:** Box 3505, **NATIONAL CLEANER & DYER.** 2

OKLAHOMA. One of the most complete, profitable laundry, cleaning and fur storage businesses in this state where cleaning prices are protected by law. Also a few choice cleaning plants for sale. Wm. O. Bolmefelt, 1858 East 17th Street, Tulsa, Oklahoma. 3500-2

DRYCLEANING PLANT, solvent. New machinery throughout. Doing $60,000. Capacity $3,000 week. New building, 6-year lease. Oldest plant in Midwest. Established 64 years in restricted loop area. Photos on request. Price $40,000. Selling on account of illness. Westzel Cleaners & Dyers, 1311 Hennepin, Minneapolis, Minnesota. 3518-2

In Southwestern Arizona, modern solvent plant doing over $20,000 annually and growing steadily in fast-growing community. New Mercury Unit and boiler. Other equipment in first-class shape. Finest winter climate in U. S. Total price $8,000, half cash and balance like rent. Write Frank W. Klatt, 54—3rd St., Yuma, Arizona. 3520-2

SANTA BARBARA—in the land of the "Golden West." This plant has averaged $12,000 **NET** (not gross) per annum past 5 years. Quality cleaning, owner retiring from business. Price $35,000. Howard C. Coiner, 1319 Chapala St., Santa Barbara, California. 3525-2

Dry Cleaning Plant—Equipment nearly new—Excellent location—Volume $20,000. Relco Franchise. Price $16,750, terms. Advance Cleaners, 810 W. Lodi Ave., Lodi, California. 3526-2

New Solvent Plant for sale. Fantex Unit now in operation, fully equipped, reasonable. Cash or terms. Contact Howard Dresser, 19 West State, Mason City, Iowa. 3527-2

Laundry and new Hoffman 140-F Cleaning Plant—only plant in county seat town of 8,000. $72,000 in '49, good profit. 14% gain over '48. Good labor supply. Owner has business interests out of state. Reasonable price, with or without real estate. **ADDRESS:** Box 3536, **NATIONAL CLEANER & DYER.** 2

Solvent Plant for sale in Southern California. Doing fifty thousand dollars yearly. Equipment in excellent condition. Property included or will sell business and lease property. Terms. **ADDRESS:** Box 3537, **NATIONAL CLEANER & DYER.** 2

DRY CLEANING PLANT WITH LAUNDRY AND LINEN SUPPLY. Middle West county seat town. Volume $125,000 80% dry cleaning. Established 25 years—quality reputation—good prices—modern equipment. $25,000 down, will pay for itself in less than three years. Reply Box 3540, **NATIONAL CLEANER & DYER.** 2

For Sale. One of Montana's finest cleaning plants. Last week's volume near $2,000. Will pass $75,000 mark this year. Can handle $100,000. Solvent plant, well equipped with fine equipment, most of it new. Good setup for two working partners. We are doing well. Reason for selling—health. Unless you can handle a $60,000 deal, don't write. $35,000 Cash—balance 5%. Better deal for cash. **ADDRESS:** Box 3541, **NATIONAL CLEANER & DYER.** 2

MODERN SYNTHETIC drycleaning plant, excellent location in **LOS ANGELES**, 1949 gross $80,000, well known for high quality work. 1 store, 2 routes, highly **PROFITABLE. ADDRESS:** Box 3542, **NATIONAL CLEANER & DYER.** 2

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MODERN DRYCLEANING PLANT located in fast developing industrial town of 80,000 in Coastal Area of **TEXAS.** $25,000 yearly cash-and-carry business. Could be doubled with pick up and delivery. $16,500 cash. **ADDRESS:** Box 3544, **NATIONAL CLEANER & DYER.** 2

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DRYCLEANING PLANT FOR SALE. Two stores, two trucks. **NEW EQUIPMENT.** Old established firm. Fine reputation. Capital district **NEW YORK STATE.** Don't reply unless financially responsible. $45,000. **ADDRESS:** Box 3546, **NATIONAL CLEANER & DYER.** 2

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FOR SALE, SMALL DRYCLEANING PLANT, INCLUDING FIREPROOF BUILDING. PRICE $8,500 CASH. ADDRESS: Box 3557, **NATIONAL CLEANER & DYER.** -2

LOS ANGELES. Stoddard Solvent Plant, quality retail, modern, long-established, store and routes, good prices. Over $100,000 volume 1949. Long lease. Price $65,000, terms. Real estate may be purchased. H. B. Hering Co., Brokers, 111 North Larchmont Blvd., Los Angeles 4, California. 3539-2

Modern, small fully equipped Dry Cleaning Plant and store. Showing nice profit. Must sell due to health and other interests. Located in prosperous community in Ohio. All cash and carry. One other cleaner in county. Write for description and make offer. A. I. Pritchard, 65 W. Main, McConnelsville, Ohio. 3560-2

WHOLESALE-RETAIL CLEANING PLANT. Established 25 years, main business street in Bergen County, N. J., capable of $2,000 weekly, present gross $50,000 year. 1-story brick corner, 3 stores, cleaning plant in rear, good rent income, price $92,500 complete, real estate alone worth over $50,000, convenient terms, owners retirement compels sacrifice, machinery list on request. **J. F. KISLAK, INC., REALTORS, 32 JOURNAL SQUARE, JERSEY CITY, N. J. TEL. 2-7100.** 3561-2

MODERN STODDARD PLANT, well established, ideal for couple. $6,500 cash will handle. For complete details write B. W. Steffen, Box 212, Tombstone, Arizona. 3564-2

HIGHEST QUALITY PLANT IN TUCSON, ARIZONA. IMMEDIATE SALE ACCOUNT ILLNESS. Modern 1400' plant and truck. Average $500 per week in 1949. $15,000 total—$5,000 cash. Address Box No. 3566, **NATIONAL CLEANER & DYER.** -2

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CLIENTS WAITING, PLANTS WANTED, ALL SECTIONS. ABBOTT BROKERS, 110 E. 42nd ST., NEW YORK 17, N. Y. MU 6-6273. Reg. Broker. 3046-1

N.I.C.D. General and management course graduate wishes to buy solvent plant in **WASHINGTON, OREGON,** or **COLORADO.** Annual volume under $100,000. **GIVE FULL DETAILS** of earnings, location, real estate, and equipment in letter. **ADDRESS:** Box 3478, **NATIONAL CLEANER & DYER.** -1

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Salesman with large following among cleaners and laundries to sell fur cleaning and storage chemicals. Unusual opportunity with well-known firm. No technical background necessary. Bernard Sirotta Company, 620 Smith St., Brooklyn 31, N. Y. 3371-14

Salesmen or routemen with following or contacts for **LEADING HOUSEHOLD DRYCLEANING FIRM.** Specializing in cleaning of upholstered furniture, draperies, rugs, carpets shampooed on premises, lampshades, flameproofing and leather furniture. Salary and commission. Open for all good propositions. **ADDRESS: Box** 3417, **NATIONAL CLEANER & DYER.** -14

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OPPORTUNITY AGGRESSIVE YOUNG MAN to **REPRESENT MANUFACTURER** of **SOLVENT PURIFICATION EQUIPMENT. CHOICE TERRITORIES OPEN. WRITE** all **PARTICULARS INCLUDING PICTURE** in **FIRST LETTER. ADDRESS:** Box 3555, **NATIONAL CLEANER & DYER.** -14

Salesman with following or contacts for leading household dry cleaning firm, specializing in cleaning furniture, draperies, curtains, carpets, and flame proofing. Good pay, open for good proposition. **ADDRESS:** Box 3565, **NATIONAL CLEANER & DYER.** -14

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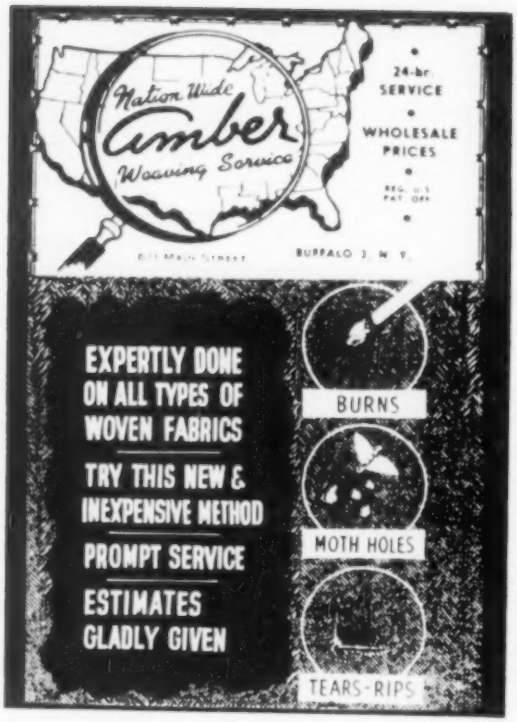

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